**Company X logo**

**SÉSAME MISSION**

**January 2021**

**Representing Company X :**

**-**

**-**

**TBS Professors :**

**-**

**-**

**LETTER OF MISSION**

**A \_ Company overview**

* Size, market, turnover
* history
* Offer (products/services)
* Target
* Positioning

**B – main market facts**

* Size and evolution
* Buyers
* Direct or indirect competitors
* Distribution

**C – Current context of the company / main recent strategic decisions**

* Main decisions already taken
* Main projects

**D – The SÉSAME Mission**

* A first strategic diagnosis step allowing to state on the company X sectorial

positioning:

…………………..(complete with your own issues)

For example:

o Make a diagnosis of the current offer

o What is its position with regards to the leading competitors?

o Will the company keep a sustainable advantage?

o Strengths and weaknesses?

* A second step consisting in strategic, business and organization recommendations on the following axes:

*…………………………… (to be fulfilled)*

……………………………

The mission will be performed between January 4 and 15, 2021

Each student participating to this mission is made aware that all the information obtained or

discovered during the activity remains Company X property.

Thus, each student participating to this mission commits not to disclose any information to

anybody else that the people authorized by the Company X.

A Non Disclosure Agreement will have to be signed individually before starting the mission

to formalize this commitment.

DATE and SIGNATURES

X legal representative TBS representative Professor(s)