**Sample Internal Assessment Topics**

*Disclaimer: these are not perfect topic, instead they are intended to provide some guidance and inspiration*

* How can X improve its image to that of a high brand again and have customers buy their product again?
* Will the X and Y acquisition ne as profitable as expected in 2010?
* What are the causes of the Z crisis? (work needed on this one as lacking analysis component)
* How successful has brand X been in using above-the-line promotion to publicize its "hgjg" advertising campaign?
* How effective is the marketing strategy of X in selling their product Y?
* Will the new Y store be successful in Seoul?
* How would company X increase/promote/maintain its profits/branding despite the global trend against smoking?
* To what extent is company X's marketing effective in the raising of sales?
* How effective is the marketing strategies of company X? (too general, needs to narrow it down a bit)
* How can company X use its product development and quality assurance to increase its sales?
* How did company X's product affect the company and what can we learn from this product?   
  (too general, lack of focus)
* Does the globalization of company X affect the economy of Japan?   
  (may be economic and not business & management based)
* Can company X survive from the bankruptcy stage?
* What is the best way that company X will meet employee motivation needs?
* Has the decision to support a green ethos been a profitable decision for company X?
* Was using celebrity Z a good marketing strategy or a mistake for company X?
* Will the liquidation of product Z and Y have a major effect on company X's marketing strategies?
* Why has company X been trending downwards since September 2004? (possibly too broad)
* How will company X redeem itself? (be more specific)
* How effective would it be for company X to opt for franchising as a growth strategy?
* Would it help company X to reduce its cost by outsourcing its production of fleets?