

**Make a presentation on the following case stated below:**

*You are a part of the marketing team of SmartEd, a startup that provides the service of coaching and preparing students for Competitive exams, Case competitions, Interviews and Placements. The company is looking up to having tie-ups with several institutes like schools and colleges so as to expand the base of its audience.*

You, being a part of the marketing team need to promote its services by communicating with schools and colleges. **You are hereby required to make an effective and persuasive presentation for promotion of the same.**

*\*You are permitted to make meaningful assumptions if at all required\**

**Submission Criteria –**

- a) Max 4-5 slides including cover slide and the Thank you slide**
- b) After the “thank you” slide, add another slide where you need to briefly justify the effectiveness of your presentation. Why do you think your presentation is going to persuade the target audience to avail your services?**
- c) You are required to make the submission in .pdf format only.**
- d) PDF File Naming Convention – Name\_Institute name\_Qualification**