

## **Pre-assignment for the course of Global Innovation Strategy/Global Master School 2019**

**Background:** Many companies (either on B-to-C or B-to-B markets) offer additional services related to the physical product which they offer to their customers. In many cases those services could provide added value to the original offering. In Global Master School we'll develop a new business concept of the training service. Focus of the actual case will be on pre-training services offered online.

**Case Company:** Prima Power is a leading specialist in machines and systems for sheet metal working. Their offering in this field is one of the widest and covers all applications: laser processing, punching, shearing, bending, automation.

More information about the company: <https://www.primapower.com/>

### **Purpose of the pre-assignment:**

Aim of the pre-assignment is familiarize in service management and find ideas and examples for the forthcoming project work. Objectives are:

1. to understand the role and added value of services in the offering (product and service) of the company.
2. to produce ideas and examples for the service development project (more specifically, online training services before the implementation of products)

**Instructions:** You should find an example of the type of product / service combination in which service (training/education) being offered provides remarkable added value for the physical product. The product can be either a B-to-C or a B-to-B product and the service can be provided either face to face or online. If the product is from B-to-C area most likely it is a durable good.

Introduce the business shortly and describe the product of your case. Discuss about the product / service combination and what is the logic how the service being offered provides added value in relation with the offering. Discuss also about the service from internal (manufacturer of the product) point of view. What kind of business is the service in this case? Are there any other benefits related to the service being offered?

Write a report of max. 3 pages from the product / service combination discussed above

**Deadline:** Report must be submitted by April, 30.

Please submit it here: <https://goo.gl/forms/TbOe2DiP8r7InkiP2>

In case, that you don't have Google account, you can send it by email: [anne-maria.aho@seamk.fi](mailto:anne-maria.aho@seamk.fi)

**Evaluation criteria:** The grade of the course consists of the following elements:

- Pre-assignment 30 %
- Team work 50 %
- Individual assignment: Open book exam 20 %

In addition, Prima Power will give a financial prize to the best pre-assignment and to the best team presentation.