

MASTER 2 INGENIEUR D'AFFAIRES

Bloc de compétences 4 :

« Development of a complex and multimodal business proposal. ».

This block encompasses the following 5 skills :

- *Prospecting high-value business opportunities for the company to expand its client portfolio,*
- *Estimating project impacts to determine project feasibility,*
- *Developing a customized proposal to address client expectations,*
- *Conducting business negotiations to persuade the client to sign,*
- *Identifying specific clauses to formalize the offer.*

Instructions

To validate the mentioned competencies :

« *You must develop a complex and multimodal business proposal, and you are required to create a 30/50-page **activity report** on your company or a company of your choice (e.g., Apple, FedEx, Amazon).* »

Your submission should include the implementation of: Votre rendu inclut la mise en place :

- A prospecting plan,*
- Project analysis,*
- Development of an innovative custom solution (technical and financial specifications),*
- Analysis of contractual elements of the deal.*

Writing Tips

This task aims to validate competency C4.4 and perform business negotiations to convince the client to sign.

Two assessment criteria are developed for acquiring this competency :

- The interview preparation includes an analysis of the environment, strategy, and possible leeway.
- Negotiation stages are adhered to.

Based on the provided case, you will define your negotiation strategy, negotiation objections, and assess your leeway. Follow the negotiation stages from the welcoming phase to the conclusion, emphasizing the discovery phase, presentation of the offer, and handling objections.

Recommendations

- ❖ Write a **30/50-page mini-thesis** excluding appendices (to be sent by email to: tutrice@escc-bs.fr).
- ❖ Ensure that you meet this deadline for a serene evaluation (The deadline for submitting your theses is **January 27, 2023, at 23:59**).
- ❖ If the deadline is not met, note that your work will neither be corrected nor considered in the evaluation process. Make sure to submit your thesis on time.



NOTA BENE

It is crucial to include a comprehensive bibliography in your thesis to properly credit and reference the sources used throughout your research. The bibliography follows APA (American Psychological Association) standards and should include all sources consulted, including books, articles, online resources, and any other relevant material. This not only gives credit to the original authors of these works but also allows your readers to locate these sources for a deeper understanding.