ANALYZE

The following is an example in Mechanical Engineering. The student has achieved "relational understanding" by analyzing an opportunity.

Analyze	Examine in detail the elements of a topic
	and how they relate to each other

The Question

Analyze the opportunity of your product before proposing a marketing plan.



What students commonly do

• They only propose a marketing plan based on details of their product without examining its opportunity in the market.



An example of good work

This answer considers both the product and the current market when examining the opportunity.

	Examining the current market situation
"Currently, banknote counter interacting	
with a PC is not found in the market. Our banknote counter is PC connectable. It	Examining the special features of the product
provides a user-friendly graphic interface for users' easy operation under the PC environment. Many software, e.g. Database	Showing how the current market would become an opportunity for the product
system, support the new features of our product. Subsequently, they can make our	
product more popular.	Examining the market price of existing products
Besides, the average price for existing rivals' products is over \$6000. As compared with our reasonable low-cost product with	Examining the new product price
the new feature and function, we are more competitive, especially for some developing countries with poor economic conditions."	Explaining why the new product has an opportunity in the developing countries