

REAL CASE SCENARIO LEARNING OBJECT _CALTECH LIFTS

Title of the learning object	<i>Business Case Brief Development – Caltech Lifts</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://youtu.be/2njiJZ7uhbk
Description of the context	<i>Caltech Lifts are an established family owned company specialising in lifts and with clients throughout the east coast area of Scotland. They understand that the content of their website needs to be updated on a more regular basis, however they are also aware that their business doesn't necessarily prompt 'spur of the moment' purchases!</i>
Practical activity to be performed	<ol style="list-style-type: none"> 1. <i>Review the video to find out more about the company and their requirements</i> 2. <i>Check out the website at caltechlifts.co.uk</i> 3. <i>Create a presentation detailing the business case to the client on how constant content delivery on their website and social media platforms could increase their customer engagement and increase their customer base.</i>
Results to be achieved	<i>One presentation detailing the business case for presentation to the client.</i>
Guidance and suggestions	<i>Remember that when delivering a business case, the aim is to convince the client that the work you propose is worthwhile and can save/earn them money.</i>
Mistakes to avoid	<i>You need to try and determine the cost levels of continually updating web/social media content and align this to potential uplifts in business jobs – the cost has to be smaller than the increase in profit!</i>