To help us better assess your skills and help you understand your potential responsibilities on the job, you are asked to prepare a short assignment, as follows:

Optibus is exploring the idea of penetrating a new market-segment - the U.S. School Transportation market. To support a managerial decision, our team was asked to prepare a short memo (up to 10 PPT slides). You can address anything which could be useful in assessing this market (e.g. market structure and size, relevant segmentation, potential customers, relevant competitors and possible competitive differentiation for Optibus). Also, you can add any open key questions for further research.