Case Study 01 – Dave Armstrong (6 Pages Georgia 11, Lines 1,5 Spacing + Summary presentation in Ppt + Bibliography in APA)

Dave Armstrong 29-year-old graduated from a small liberal art college in central Texas. Worked for 1,5 years at Thorne Enterprises. Has been for the last 6 months as a president for a subsidiary company that sold conveyor belt scales. 18 months in he decides to move on. Applies for Harvard Business School. He was making 60 K a year with Thorne.

3 Months before graduating he has three job offers on the table.

Dave would like Job A.

Job B seems more promising of being achieved but is not as excitement as Job A.

Job C is (last option) called a traditional Job.

SWOT – Strengths, Weakness, Opportunities, Threats.

Professional Skills from Dave Armstrong:

* He has an MBA in Business.
* 5 years of professional experience
* Worked as a salesperson.
* Is a computer programmer.
* Worked as a president of a subsidiary.
* Worked insurance business in Amarillo.

Q1:

Professional skill analysis

Reasons for skill analysis

Explain results.

Q2:

Plan improving skills for Dave –

* Management school

Q3: Which job will be recommended and why? – Job A-

Justify – he will be doing it from a hearth. He will invest, will have an interest in making it work.

Draw Table weighing for each offer.

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| JOB A | JOB B | JOB C |
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Q4:

Personal brand.

What is his brand.

Recommendation for the future in terms of building a personal brand.

Where would you begin?

Reason and explain answers.

Action list: S.M.A.R.T !!!

Specific

Measurable

Attainable

Relevant

Time bound

EVP ???

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| --- | --- |
| Strengths (internal)   * Knows the owner – he has worked for him before. * Students at B-School can do a feasibility study of the idea | Weaknesses (internal)   * Needs to put in money of his own and quite a bit. * The feasibility study has not been completed as of this moment. |
| Opportunities (external)   * He will participate in the equity. * He will receive bonus. * He will start up and run the facility. * Profit sharing | Threats (external)   * Initial own investment involved. * His salary would range between 50-70 K, he was already making 60 K when he left. * Investment will be around 200-300 K of his own money (INTERNAL) |

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| --- | --- |
| Strengths   * Job B has better odds of working out. * The petroleum engineers working to evaluate properties. | Weaknesses   * Last several months trying to sale and was not able to. * Needs to put in 100 K (1/3 of equity) * Downside would be no equity if the oil guts out |
| Opportunities   * Pay expenses even if he doesn’t sale. * 8 % commission if he does sale (30 K) * Compensation equal to the greater of 60K or 1/3 of profits * If in 2 years, the business gluts out then he can stay as an agent and get 8 % commission – money would add up. * Possible networking in sellers and buyers * Potential opening to another business with a buyer. | Threats   * Get bored, since it is not as exciting as Job A * Oil industry in resection the last 18 months * Short term 2 years and business will be unattractive. |

Job A - Old Job at Throne Enterprise -

Job B – Company in Kentucky – Oil company

Job C.- Pension fund management company in Houston

|  |  |
| --- | --- |
| Strengths   * Wife is telling him to take this job- as an outsider sees it different. Still backs up whatever he chooses. * Conventional job | Weaknesses   * Not enthusiastic – conventional job. * What does he know about pension plans? * 45 K salary for a year- this a 15 K drop from last position. * Will take 6-12 months to start working on evaluating oil and gas properties for the fund |
| Opportunities   * Oil and gas investment for executives in the firm | Threats   * Bored since there are no challenges |