**Individual Assignment: Case Analysis (week 1: 20%) Submission 10TH of August, 2022**

Generally, innovation initiatives within a parent firm are driven by an innovation strategy. An innovation strategy is a subset of firm’s overall strategy. The innovation strategy describes the future development a firm’s/company’s innovation capabilities and the future direction of its innovation activities. A firm/company innovation strategy does not exist in a vacuum; it responds to a specific set of circumstances including innovation trends and provides an important context; direction; guidance; monitoring and facilitation of firm/company innovation initiatives. Select one organization/ company/ firm

1. Briefly introduce the selected organization/company/form and selected innovation trend.
2. Briefly define the following concepts and their relationships: innovation trend, innovation strategy
3. Briefly describe how the development of an innovation strategy ensures strategic alignment within the organization/company/firm and why it is important.
4. Analyze the impact of the selected innovation trend on the selected organization
5. Recommend how the organization’s/firm’s/company innovation strategy best responds to the innovation trend by answering the following questions.
   * How should the organization/company/firm organize its innovation activities?
   * What innovation initiatives should it pursue?

**Maximum pages is 5 plus references, Times new Roman 12, space 1.5**