

Instructions

You have recently been employed as a Business Development Manager in a reputable company in Warsaw. (You can choose a company of your choice). Due to intense competition within the business environment and the changing trends in consumer tastes and preferences, you have decided to develop a strategy for the firm. With your knowledge of the strategic management process, discuss the steps you will follow to develop the strategy.

1. Vision and mission statement (potential)
2. Industry analysis. Porter's five forces model
3. Environmental Scanning. External factor evaluation
4. Environmental Scanning. Internal factor evaluation
5. Develop Hypothetical Company Strategies

- Forward integration
- Backward integration
- Horizontal integration
- Market penetration
- Market development
- Product development
- Related diversification
- Unrelated diversification
- Retrenchment
- Divestiture
- Liquidation

Final Report (optional):

- a. Upload your report and presentation summarizing the status of your business, any challenges faced, and any adjustments made.
- b. Submit a final report at the end of the simulation. Reflect on the overall performance of your business and analyze the effectiveness of your strategic decisions.

Grading Criteria:

Your Project will be evaluated based on the following criteria:

- Creativity and realism of the business concept.
- Quality of decision-making and justifications.
- Analysis of outcomes and adaptability to changing circumstances.
- Clarity and depth of the mid-term and final reports.
- Thoughtful reflection on the lessons learned.

Presentation template.

[Zero Carbon Pitch Deck by @zerocarbon | Pitch](#)

Note: This Project offers a practical opportunity to test your business management skills and knowledge.