

## A. ASSESSMENT RECAP

You are required to examine a case study organization.

You will write a report on its competitive analysis, examining its two top competitors, benchmarking the three companies with rationales supported to evaluate the three companies' performance, and providing recommendations that can help the examined company improve its performance and competitive advantages.

### Structure:

1. Introduction
2. Benchmarking Analysis
3. Conclusion
4. References
5. Appendixes

## B. KEYWORD EXPLANATION

1. **Benchmarking** is defined as the process of measuring products, services, and processes against those of organizations known to be leaders in one or more aspects of their operations.
2. **Competitive Advantage** refers to the ways that a company can produce goods or deliver services better than its competitors.
3. **Corporate-level strategy**: This strategy is implemented at the highest level of the company. Company executives look at ways to improve and expand the company. They might identify additional markets they can enter.
4. **Business-level strategy**: This strategy focuses on how corporate aspirations will be implemented within individual company settings.
5. **Functional-level strategy**: This strategy focuses on the individual tasks of departments and employees in working toward corporate goals.

## C. FOOD FOR HUNGRY THOUGHTS

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