

IMGT 4172 – Strategic Management

Group Assignment 01

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**Intended Learning Outcome:**

To provide with practical exposure of evaluating the internal and external environment of a company.

**Instructions:**

Steps of the assignment are as follow.

- I. Select a Company which is in the given industry to each group from the following list. Study the relevant industry data and company data referring annual reports, industry reports and other sources.
  - a. Information and Communication Technology Industry (**Group A**)
  - b. Apparel Industry (**Group B**)
  - c. Telecommunication Industry (**Group C**)
  - d. Entertainment and Leisure Industry (**Group D**)
  - e. Food and Beverage Industry (**Group E**)
- II. Analyze the selected company in managerial point of view evaluating the company's external and internal environment.

Note: Refer Strategic tools known to you (i.e. PESTLE, Five Forces, SWOT, Balance Score Card, and any other tools you learned) in the analysis
- III. Prepare a report based on the analysis and mark the strategic position in the strategic group map.

**Format of the Report:**

- I. Cover page including company name, Group Members (Student Names and Registration Numbers)
- II. Inner pages need to include introduction of the company, objectives of the report and about the strategic analysis using the different tools.
- III. Type setting
  - Margins - Left : 1.5cm, Top, Bottom and Right : 1cm
  - Font : Times New Roman, Font size : 12cm, 1.5 line spacing
  - Justified Alignment in Paragraphs
- IV. Page numbers (Bottom – Right, as 1, 2...)
- V. No. of pages, excluding Appendix 8 (+/- 1)

**Submission:** Submit to the department on or before 12<sup>th</sup> October, 2020 [Report (*hard copy*) and presentations (*soft copy*)]

**Presentation:** Date and the venue will be notified later.

If you need any further clarification contact,

Tutor: Ms. Nuwansala Kumarasinghe – 071-3865785 / [imeshani200@gmail.com](mailto:imeshani200@gmail.com)

**Communicate with your group members in a possible & effective way and collect relevant materials and start the assignment until the university opens for academic.**

### **Group members**

<b>Group A</b>	<b>Group B</b>	<b>Group C</b>	<b>Group D</b>	<b>Group E</b>
162109	162004	162083	162102	162188
162195	162049	162121	162116	162147
162098	162070	162186	162166	162119
	162140	162192	162193	162009