**Discussion Questions – Best Buy**

**THIS IS A HOMEWORK ASSIGNMENT YOUR ANSWERS ARE DUE AT THE START OF CLASS.**

1. Describe the positioning of Best Buy relative to its main competition. You may want to use a strategic group map to help you think about this. (Chapter 3)

1. List Best Buy’s tangible and intangible resources. (Chapter 4)
2. What are Best Buy’s capabilities? Generate a list. Are these core competencies? (Chapter 4)
3. Describe the elements of Joly’s turnaround strategy. Do you think his efforts will be successful and lead to achieving sustainable competitive advantage? Why or why not.

OPTIONAL

**IF REQUIRED YOU CAN USE ONE PAGE FOR ANY EXHIBITS YOU MAY WISH TO CREATE AND WOULD WANT TO TURN IN TO HELP SUPPORT YOUR ANSWERS.**