**BUSA 7800 – Lab Session 06: Social Capital and Business – Level Strategy**

**I. Group Project Questions**

*Group lab answers are due today before midnight. Upload your answers to the D2L dropbox. Include in your answer sheet your chosen company and the full names of your teammates.*

***7. Internal Analysis***

1. Discuss your group’s network and how they can help your start-up. List any colleagues and classmates, teachers, coworkers and former coworkers, friends and family members that can help your firm. Briefly explain how they can help you (e.g. financing, expertise, first contract, workspace and equipment, introductions to other key people).
2. Based on your weaknesses or any resources you lack, where does your network need to expand into and include (e.g. Graphic designers, server space, marketing and promotion help)?
3. How will you expand your social capital (network) to bring in the resources that you need? What will you do in return for the help you get?  
     
   ***6. Competitive Analysis***
4. Which of the four generic competitive strategies or combination strategy would you say your firm is using? Provide evidence to back up your claim.
5. Choose two close rivals in your industry. Are they using the same type of business-level (competitive) strategy?

**II. Summary Review Questions (page 186) (Practice Only)**

Questions 2, 3, 5 and 6