

# Team project –assignment details

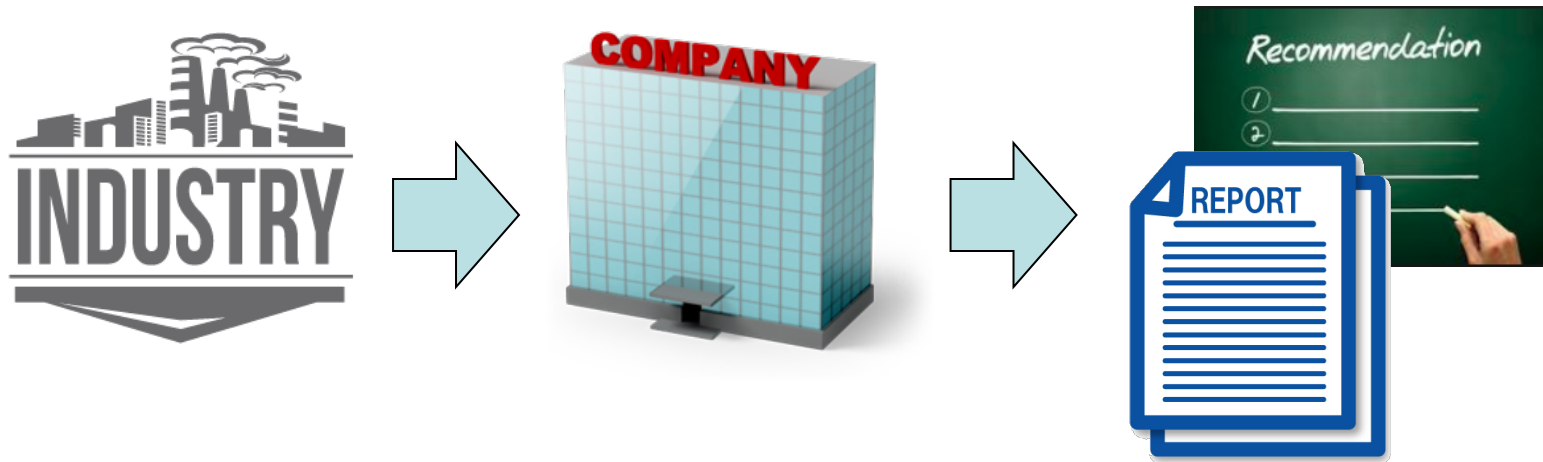
SI 482-A1 – Spring 2021

# Team Research Project Overview

---

## Purpose

The purpose of this project is for you to apply your technology-strategy skills in *performing an analysis of a **company** within an **industry** and developing a set of **actionable recommendations** for that company.*



# Industries/Technology-Markets

---

- Each team must consider a wide range of industries and companies within those industries.
- **By class 4**, each team must submit three potential industry/company combinations
- I will provide feedback/ suggestions for consideration
- **By class 6** each team must settle on a final choice of industry/company, providing a brief write-up that explains why it chose that industry/company.

# Team Project Due Date

---

Deliverables:

- A written report (~ 10 pages)
- A Presentation (~ 8 minutes)
- This is a semester-long project exercise



# Grading

---

- There will be a team grade for the project, but individual grades may vary from this team grade
- The grade will be based on the following. Be sure to allocate your time and report-content accordingly.
  - Overall quality of supporting analysis 30%
  - Clarity and conciseness of communication 20%
  - Overall quality of recommendations 50%
- Individual grades will be determined with the help of the Project Teammate Assessment that I will ask you to send me at the end of the semester.



# Content Guidelines

---

- See the following pages for guidelines on project content.
- I will expect that you will use the content described here as *guidance* (i.e., not as rules) where applicable
- I will also expect you to include any additional analysis, features, or deliverables that you feel are necessary to provide a complete package.



# 1) Strategic Industry Analysis

---

A good strategic analysis begins by assessing the industry in which the company operates

- Define the relevant industry and conduct a Strategic Industry Analysis using Porter Five Forces and any additional approaches or techniques that you feel are appropriate.
- Include discussion of the relevant Porter forces, features, and other attributes of the overall industry that would be relevant to the strategy and related operations of your selected company.



## 2) Strategic Firm Analysis

---

Next step is to assess the current status of the firm

- Describe the nature and attributes of the Company's strategic approach to the market/industry as you see it.
- Describe how the company's strategic approach is reflected in key operational aspects of the company's business
- Analyze whether the company is well-positioned for the future or not: does it have a sustainable advantage? If so:
  - Identify and analyze the sources of these advantages
  - Discuss how these advantages relate to the strategic objectives of the company





## 2a) Strategic Firm Analysis

---

Based on your assessment of the industry, and the firm's current position, develop some specific recommendations for action

- Consider the key concepts from the course, and incorporate those that are relevant in your assessment
- Make sure that your recommendations logically flow from your assessment of the industry and firm



## 2b) Strategic Firm Analysis

---

Key concepts to consider – and include in your assessment if they are relevant include:

- Innovation – and how it has or has not been innovative
- Analytics – any specific application beyond typical
- Platform – is it a platform play?
- Social strategies – relevant? Important?
- Long tail as a part of their strategy or opportunity?
- Versioning – do they offer versions? Should they?
- Standards or dominant design

Not all tools apply to all companies –  
select only the important ones for your company



# Recommendations

---

- Include 2-3 specific and actionable recommendations for your selected company
- For each recommendation:
  - Be sure it is actionable – not just generic or very general!
  - Describe it fully, including the specific actions that need to be taken or changes that would need to be made
  - Describe positive and negative effects of implementing the recommendation, being sure to distinguish between short and long-term effects.
  - Include sufficient support for it, showing how it is derived from your strategic analysis



# Final Project Presentations

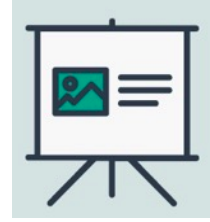
---

- Each project team will create an 8-minute presentation, using a brief PowerPoint presentation to present a summary of its project.
  - Including: a discussion of the nature of the industry studied, the firm you analyzed within the industry, and your recommendations for the firm.
- Plan to use 8-10 PowerPoint Slides
  - Have a role for each team member (not everyone needs to speak – some can focus on handling Q&A)
  - Dress is informal; style can be informal as well
  - The main idea is to give your classmates a sense of the nature of your work and the thrust of your recommendations



# Team Project Due Dates

---



- Team Project Deliverables **DRAFT** due at Midnight (Boston time) on the night of class 12 – April 12
- Team Project Deliverables due at midnight on the night before the class 14 – April 26(Sunday)
- Team Project Presentation made during final class



## Reminder – Team member evaluations

---

- A critical part of your assignment – *not optional* – is to provide a simple evaluation of your fellow team members using the form I provide
- Your feedback on team members will be kept confidential, and will influence grade distribution among team members