AIDI2003 -

Assignment #1: Strategy Analysis

STUDENT INSTRUCTIONS

Submission Instructions	To be submitted via DC Connect
Value	15%
Due Date	Thursday, June 01 by 11:59pm

Assignment

Instructions

Choose a prominent and widely recognized publicly traded company as your focus (such as GM, Tesla, Air Canada, IBM, Intel, General Electric, Citibank, Shell, Rogers...). While opting for a Canadian company might offer some convenience, you have the freedom to select any large and well-known organization. It might be slightly advantageous to choose a company currently facing challenges, but it is not mandatory.

Conduct thorough research on your chosen company. Familiarize yourself with its products, markets, customers, technology, research, and development (R&D) efforts, financial status, organizational culture, history, and stakeholders. Gather information on any factors that could influence its present and future business strategy. Your research sources can include business publications, textbooks, articles, as well as scholarly research accessible through the college library or Google Scholar.

Your Task

Choose a prominent and widely recognized publicly traded company as your focus (such as GM, Tesla, Air Canada, IBM, Intel, General Electric, Citibank, Shell, Rogers...). While opting for a Canadian company might offer some convenience, you have the freedom to select any large and well-known organization. It might be slightly advantageous to choose a company currently facing challenges, but it is not mandatory.

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Deliverables

Prepare a report with the following sections:

1. Introduction: In this section, provide a concise overview of the company within a word limit of 500. Include a general description of the company, its historical background, business environment, core values, financial statements, operational aspects, and other relevant factors. The purpose of the Introduction is to provide readers with a starting point for the subsequent analyses.

2. Analysis: Utilizing the information obtained from research, complete four of the five strategy templates. Identify and compile a comprehensive list of the major revenue streams, key resources, market segments, customer relationships, strengths, weaknesses, opportunities, environmental factors, competitive position, and other pertinent aspects. Focus on the entire organization globally rather than individual divisions or products. Fill out each template to the best of your ability based on the research conducted.

3. Conclusion: In this section, address the following topics as a minimum requirement:

   a. Evaluate whether the company's current strategy aligns with the outcomes derived from the four templates. Identify areas where the alignment between the real strategy and template strategy is particularly strong or weak.

   b. Identify a few opportunities or strengths that the company could potentially leverage more effectively. Describe these opportunities or strengths and propose strategies for leveraging them. Provide a justification for your position.

   c. Identify a few threats or weaknesses to which the company is particularly vulnerable. Describe these threats or weaknesses and assess whether the company has taken appropriate measures to protect itself. Justify your position.

   d. Formulate strategy recommendations to be presented to the CEO. Provide actionable suggestions and proposals based on the analysis conducted throughout the report.

Evaluation:

The assignment grade will be distributed as follow:

- Introduction: 25%
- Analysis: 50%
- Conclusion: 25 %

Factors affecting grades include:

- Clarity and conciseness.
- Showing thorough understanding of course content and concepts
- Research and use of academic resources
- Grammatical and spelling mistakes.
- Proper format.

Submission:

Please submit all deliverables to the Assignment #1 folder on DC Connect in Word or PDF in by the due date

Plagiarism:

Plagiarized assignments will receive a mark of zero on the assignment and a failing grade on the course and may also receive a permanent note of plagiarism on your academic record.

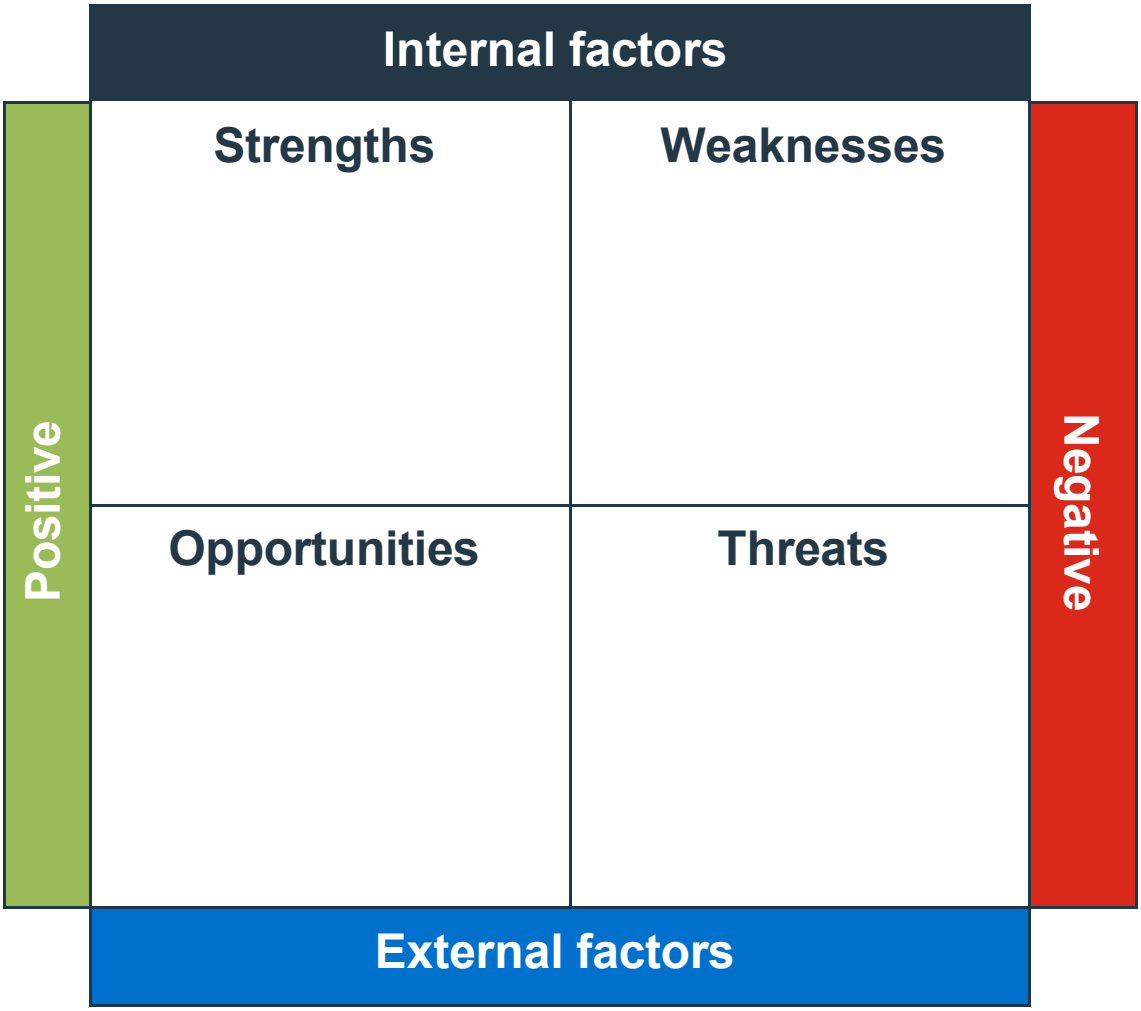
1. Introduction

2. Analysis:

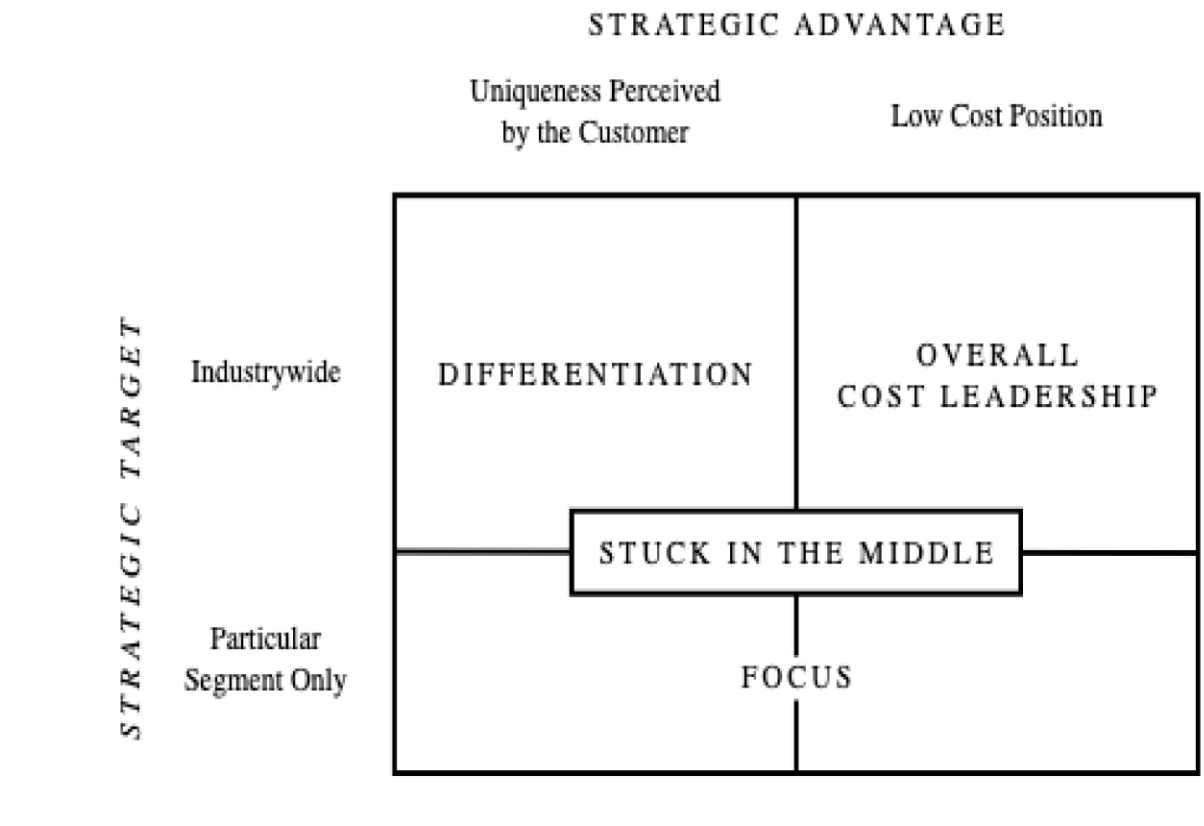
1. Porter 5 Forces

Porter Force Category	Summary of Industry Forces
Competitive Rivalry	
Threat to New Entry	
Threat of Substitution	
Customer Buying/Bargaining Power	
Supplier Bargaining Power	

2. SWOT Analysis

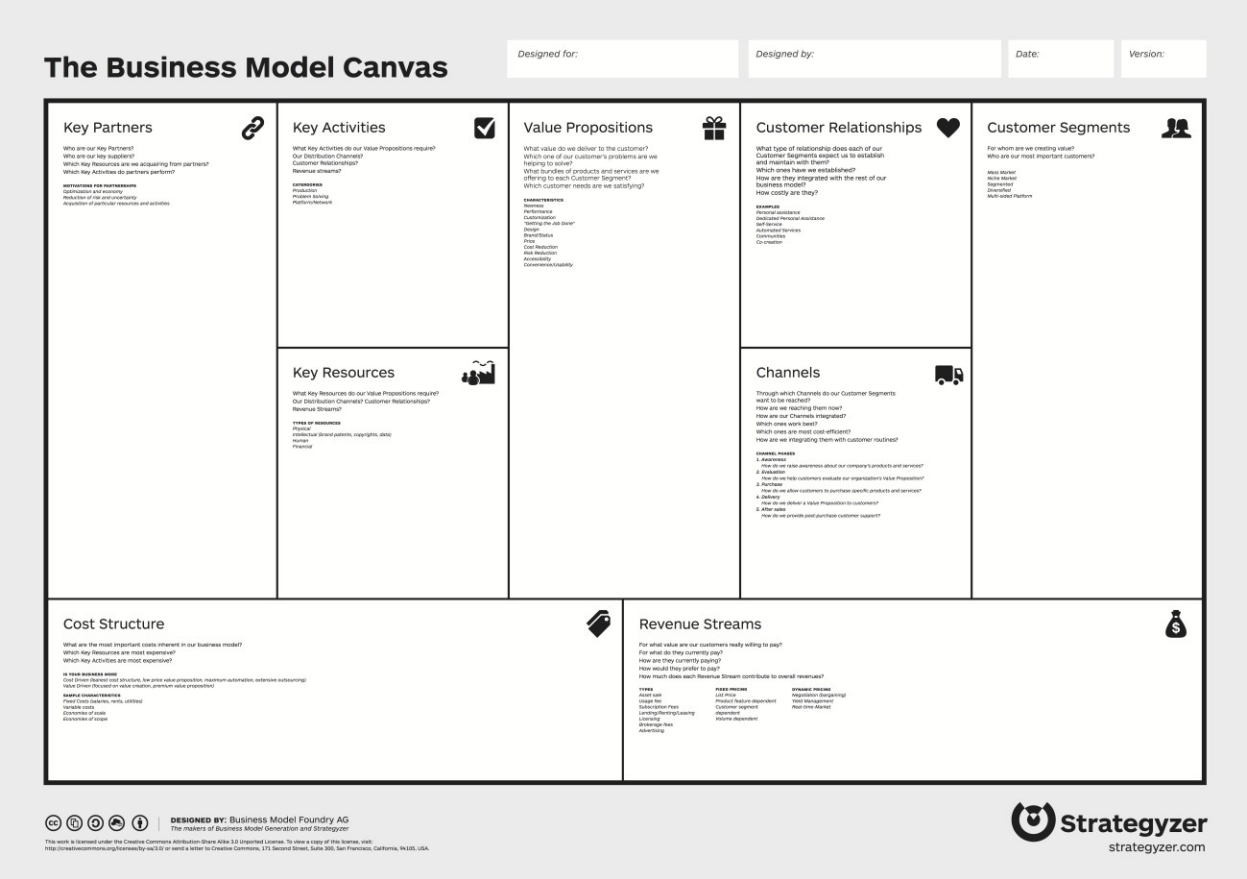


3. Porter's Generic Strategies:



4. Ansoff Growth Matrix

5. Business Model Canvas



3. Conclusion