**Bus 477 PROJECT OUTLINE**

**I BEGINNINGS: Setting the Stage**

1. Introduction: describe company, industry, segment, product/service(s), business case…
2. Brief History: timeline highlighting important events in the firm’s development
3. Vision and Mission Statements
4. Strategic Question, with rationale, that will guide analysis and strategic recommendations

**II EXTERNAL ANALYSIS: Identifying Opportunities and Threats**

1. General Environment: Macro Factors

Demographic

Economic

Global

Natural

Political/regulatory/legal

Socio-cultural

Technological

Red Thread for macro analysis- a statement regarding what the true drivers are

1. Competitive Environment: The Arena

Industry Structure

Industry Life Cycle

Porter 5 Forces

Industry Attractiveness- Red thread regarding industry profitability

1. Competitor Environment: The Players

Strategic Group Analysis

Key Success Factor Analysis- with impact statement

Competitor Dynamics (Porter)

Competitor Response- Red thread highlighting competitor activity

**III INTERNAL ANALYSIS: Identifying strengths and weaknesses**

1. Nature of the Firm: Culture & Leadership
2. Organization Structure
3. Value Chain Analysis
4. Identifying and justifying Core Competence- Red Thread Part 1
5. Financial Ratio Analysis: Red Thread Part 2 - Determining Competitive Advantage

**IV SWOT ANALYSIS: Putting it all together**

1. SWOT Overview with rationale
2. Strategic Orientation
3. Attractiveness
4. Investment

**V STRATEGIC CHOICE: What to do**

1. Generic Strategy
2. Strategic Question
3. Recommendation & Justification; how does what you recommend respond to the strategic issue
4. NPV required in the team presentation, extra credit for the individual analysis

**VII MANAGERIAL IMPLICATIONS: How the firm will need to adjust**

1. Value Chain
2. Competitor Dynamics

**VIII Additional Implications**

1. Stakeholder Considerations
2. Ethical Imperative