* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Structure of the project**

The 3 assignments of this course will be parts of a **project,** which aims to study the four basic elements of **strategic management** of the company ‘X’ from your choice. It is structured as follow:

* **Part 1**: **Assignment 1**= Environmental scanning & strategy formulation.
* **Part 2:** **Assignment 2**= Strategy implementation.
* **Part 3:** **Assignment 3**= Evaluation and control.

**Description of the company ‘X’**

* It is a company from your choice;
* From real national or international market;
* **It is publicly traded company;**
* Produces and commercializes more than one product;
* Sufficient information about the strategies of the company, its functions and product lines are available;
* This company should have at least one partnership with other company (es) (alliances, joint venture, arrangement…).

Note.

*The selected company must meet the above criteria. If you face any ambiguity regarding the choice of the corporation, kindly feel free to ask more clarification from your instructor.*

**Assignment 1: Part 1 of project**

Environmental scanning & strategy formulation

**Learning outcomes:**

1. Understand the basic concepts and terminology used in Strategic Management. **(Lo 1.2)**
2. Identify opportunities and threats as well as strengths and weakness in the operating environment of hypothetical and real-world organizations **(Lo 2.9**)
3. Understand issues related to strategic competitive advantage in organizations **(Lo 2.2)**
4. Identify appropriate strategies for different situations **(Lo 3.1).**

**Assignment Questions (5 Marks)**

1. Briefly present your selected company (name, industry, nationality, location, size, activities, products…) (*Max 200 words*). (0.5 mark)
2. Determine the opportunities, threats, strengths and weaknesses of your selected company by completing the **SWOT matrix** in the answer sheet. (1 mark)
3. Does your selected company have social responsibility? If yes, discuss its impact on competitive advantage of the corporation. (*Max 400 words*) (1 mark)
4. Based on the figure 4.3 (Ch4-slide no 18) and the textbook text relative to Porter’s Five forces of competition framework, assess the power of the **buyers,** **suppliers** and **substitutes** of your chosen company. How formidable are the **barriers to entry** and how intense is the **rivalry** among existing firms? ( 2 marks)
5. What is the competitive strategy used by your selected company? Justify. (0.5 mark)

**Answers:**

1. Briefly present your selected company (name, industry, nationality, location, size, activities, products…) (*Max 200 words*). (0.5 mark)

**Answer:**

………………

1. Determine the opportunities, threats, strengths and weaknesses of your selected company by completing the **SWOT matrix** in the answer sheet. (1 mark)

|  |  |
| --- | --- |
| **Opportunities** | **Threats** |
| **-** |  |
| **Strengths** | **Weaknesses** |
|  |  |

1. Does your selected company have social responsibility? If yes, discuss its impact on competitive advantage of the corporation. (*Max 400 words*) (1 mark)

**Answer**

………………………

1. Based on the figure 4.3 (Ch4-slide no 18) and the textbook text relative to Porter’s Five forces of competition framework, assess the power of the **buyers,** **suppliers** and **substitutes** of your chosen company. How formidable are the **barriers to entry** and how intense is the **rivalry** among existing firms? ( 2 marks)

**Answer**

**……………………………………..**

1. What is the competitive strategy used by your selected company? Justify. (0.5 mark)

**Answer**

………………………………………..