Delta:

Strategy: straight forward case. Cost leadership/differentiate

Q1:

 a. Who/What? What business are they in or what are they doing?

B. what current situation? (case focus) what case about?

c. what is their strategies position in market place? Are they doing Well/ or not well? Specific: revenue % change, income % change, market share % change. (In chart) increase or decease

Q2: what is the company Generic Strategies ?

Strategy: straight forward case. Cost leadership/differentiate

a. generic strategy

b. how (be specific, don’t give general answer)

Q3

Porter five focus model (describe as much as you can that you find in the case)

Why do you think those companies are competitors ?

 All 5 forces specific example

* Risk of New Entry
* Rivalry Among Established Firms
* Bargaining Power of Buyers
* Bargaining Power of Suppliers
* Threat of Substitute Products

Q4: SWOT analysis (read the little chick chat paragraphs. )

* INTERNAL: Strengths

 Weaknesses

* EXTERNAL: Opportunities

 Threats

(3-4 item for each, and explain)

 Strength: example: marketing (why, 1 sentence).

 Weaknesses: example: R&D (why)

 Opportunity: example: product, market segment. (why

 Threat: example: political, environment

Q5: What you think the Company should do? What would you recommend?

 Make sense of your SWOT.