MGT 400: Strategic Management

Individual Case Analysis Part 1

 In this paper you will provide an overview of the processes of strategy identification, evaluation and formulation. A critical task for any top executive is to develop a strategy for his or her organization to assure its survival in the face of a changing environment. Critical steps in that process include identifying the firm's current strategy and its key components, evaluating that strategy in light of the need for change and then making the necessary changes. In addition, formulating a competitive strategy requires an analysis of industry structure, as well as actions that attempt to create a competitive advantage. To do this requires an analysis of an industry’s external and competitive environment, considering issues such as industry characteristics, drivers for change and factors for success. Such analysis is critical in helping managers craft, implement and adapt competitive strategies as well as examining how superior execution can lead to sustainable competitive advantage.

**Topic 1**: **Strategy and Competitive Advantage**

1. What business is the company in?
2. Has the company’s strategy resulted in a competitive advantage? How?
3. Has the company’s strategy resulted in good company performance?

**Topic 2: Defining Vision & Mission**

1. What do you think is the company’s vision or mission?
2. Are there any conflicts between the company’s actions and its vision or mission?

**Topic 3: Industry and Market Analysis**

1. Is there a particular segment of the market that you think is more attractive?
2. What are the key success factors in this market?
3. What are the main changes in the company’s environment?
4. Which of Porter’s Five Forces do you think is influencing the company the most?

**Paper Requirements**

Part 1 of individual case analysis assignment is a 4-5 page analysis of a case of your choosing from the list provided on blackboard. Use the questions to analyze the case based on the course material. Your paper should be 12 pt., Times New Roman font, double-spaced with standard margins. Provide a short, one paragraph introduction. No cover sheet is required.