**Assignment 1**

**Please read the guidelines and make this assignment accordingly. There should be at least 10 references. There should be headings and subheadings wherever needed. Word limit for this assignment is 2000 maximum.**

**Strategic Group Report (2000 words)**

For the purpose of this assignment, you need to identify a company (Australian Company only) in any industry of your choice and examine the structure of their operation and their strategies. The following are the industries from where you can chose a company:

* Agriculture
* Tourism
* Education
* Pharmaceutical
* Organic food
* Wine
* Airline
* Sports/Events

**Note: Students are not allowed to choose fast food or soft drinks industries for this assignment.**

**Use the following structure for your assignment:**

1. **Introduction – Industry and your company**
2. **Company’s Structure (discuss the type of structure this company is following and why)**
3. **Company’s leadership style.**

**4. Company’s Strategies within Australia and/or overseas markets**

**5. Your comments on this company’s structure and strategies IT SYLLABUS**