

SUGGESTED OUTLINE FOR GROUP ORAL PRESENTATION

Introduction

briefly describe the company, its products or services

brief history; major events, founders or major CEOs and their impact on strategy

identify the industry the company belongs, briefly describe major changes the industry went through

Goals, Vision/Mission, Constraints

External environment (Identify major opportunities and threats)

General environment (PEST)

major trends, favorable and unfavorable. how will these impact the company?

Industry analysis

Industry life cycle

Industry structure (Porter's five forces, barriers to entry and exit etc.)

Segmentation, targeting and positioning

Competitor identification

key competitors and rationale for choosing them

Internal organization (Identify strengths and weaknesses)

resources, capabilities (VRIN analysis) and core competencies; comparison with competitors

Value chain analysis

identify elements of the value chain that the company does best; comparison with competitors

Current strategy

Corporate strategy

organic growth or diversification

portfolio of businesses using BCG matrix, if applicable

merger and acquisitions, alliances, joint-ventures

international strategy, if any

Business Strategy

differentiation (low cost or superior customer experience)

competitive moves & countermoves; competitor weaknesses that the company can exploit

Performance

company performance (at least three years)

comparison with competitors, industry and overall market

SWOT analysis and Recommendations

Conclusions