

Team Case Presentation

(250 Points)

Team Contract (20 Points)
Peer Evaluation (30 Points)
Report (150 Points)
Presentation (50 Points)

Your Team Case Presentation and Paper should include the following components.

- APA citation style
- Do not bind the report. Staple in the upper left-hand corner.

Section 1: Basic Company Information (20 Points)

Provide a brief company history and general company information (size, number of employees, sales, etc.). How does the company currently define their Vision? Mission?

Section 2: Industry and Competitive Analysis (45 Points)

This section investigates the industry in which the organization operates. How attractive is this industry in which this firm operates? Has this industry generated above average returns in the past and is it likely to generate above average returns in the future? You will need industry profitability and cost of capital measures to draw these conclusions. Answer the following;

- Industry Dominant Economic Features
- Porter's Five Competitive Forces and Overall Assessment
- Industry Key Success Factors
- Driving Forces in the Industry
- Identify Industry Competitors
- Create a strategic map for the primary competitors in this industry
- **Summary of the Industries Prospects and Overall Attractiveness: You need to answer all of the above questions and interpret what these findings mean for the industry and the company.**

Section 3: Strategic Position (45 Points)

In this section, you will discuss the firm's primary strategy and how well it has been working. You will need to provide a detailed financial analysis, to determine whether or not this firm is generating positive economic value.

- Hambrick Model to define strategy
- Complete a SWOT/TOWS analysis with thorough explanation of the company's current position
- Identify the company's competitive strategy based on the Five Generic Competitive Strategies
- Identify company resources and competencies.
- Competitive Strength Assessment of 2 Closest Rivals
- Identify company's leadership and corporate culture and discuss how the leadership and culture promote strategy execution
- Identify how the firm is performing financially (using such as measures on ROE, ROA, profit margin, sales growth, etc.). You will need to provide a detailed financial analysis. This analysis should cover the past 3 years. You are telling a story about the financial situation of this firm. You may also include any information that you feel pertinent to your report. You must create own charts, graphs, and tables. Do not copy charts and tables directly off a website and include them in your paper.
- **Conclusions concerning competitive position. Once again, you need to determine what these findings are telling you about the company.**

Group Recommendations (20 Points)

Based upon your analyses of the industry and company, develop conclusions and offer specific recommendations and an action plan concerning what this firm should do over the next 2-5 year period. The

conclusions and recommendations should be supported by rigorous quantitative and qualitative arguments. Where possible, utilize the tools you have learned to strengthen your argument. As a group determine, "Does this strategy make sense?" "If this were my investment, would I implement these suggestions?", "Would you buy stock in the company?" Why?

Bibliography/Citations (10 Points)

You must cite all materials used. Include a bibliography/reference page at the end.

Paper Mechanics (10 Points)

Presentation (50 Points)

You will be graded on content and presentation skills. I expect a professional presentation, including professional attire. All members must present (acting solely as the computer technician is not enough).

Fast Growing Company Research Project: (Team composition 3-4 students). Teams will select a publicly traded company from the Fortune 500 Fast Growing List, a private company, or create your own business (must be approved by me). Through acquisition of the company's annual report, articles, interviews and additional research, students will complete an extensive typed, double-spaced strategic analysis on the company. The strategic analysis report is worth 150 points. A 20-minute presentation will be made to the class at the end of the quarter. The presentation will be a synopsis of your findings, recommendations for the firm, as well as your team's stock buying decision (if you choose a publically traded company). The presentation is worth 50 points. The presentation is one of the last professional presentations of your undergraduate career. I have high expectations. Interview attire is required. You will find the details for this project at the end of this syllabus. ***Absence on the day of your team's presentations will result in a score***