

### **3-PART COMPANY ANALYSIS**

#### **INSTRUCTIONS**

In order to evaluate your understanding of the business process, you are asked to assume the role of business consultants. In this role, you will research a company of your choice and write a compelling analysis with recommendations on how the company can improve its current position in the industry.

The report is divided into 3 sections detailed below. You will submit each section by the dates specified on your syllabus. In the report, you will provide some background information, analyze each section, and provide recommendations.

Use correct APA formatting for citations, Times New Roman 12-point font, and include a reference list. Either single or double line spacing is acceptable. 2 pages per section not including your references.

*Section #4 is optional. Submit this section by the specified due date to earn up to 25 points of extra credit.*

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#### **SECTION #1 - Introduction and External Environment Analysis**

- Company background - Brief overview
- Current form of business ownership - Sole proprietorship, LLC, etc.
- External environment analysis of each factor

*Questions to consider:* Do you recommend a change in the form of business ownership? Why or why not? How would that change benefit the company? What should the company do about past, current, and future impacts from the external environment?

#### **SECTION #2 - Management**

- Key leaders and their impact on the company
- Discuss good and bad public decisions management has made

*Questions to consider:* How do you think management is doing? What changes can be made with respect to management (leadership style, sources of power, ability to adapt, etc.) that may positively impact the company's potential for success?

#### **SECTION #3 - Marketing**

- Target market
- Identify the competitive advantage
- Marketing mix - Discuss the 5Ps

*Questions to consider:* How would the changes you've discussed in the external environment affect the marketing mix?

#### **SECTION #4 - Financial Statements Ratio Analysis (*Optional - 25 points extra credit*)**

- Refer to your textbook section 14.7 Analyzing Financial Statements
- Must include full table of ratio analysis and discussion