

International Business Machines Corporation (IBM)

Student Name

University or Institution

School of Business or Business Department

MBA XXXX – Analysis or Planning

Professor John Doe

Season I, 20XX

Instruction

By the end of the course you will draft a complete strategic analysis of a company of your choosing that will culminate in a series of recommendations you will have for it to overcome a weakness or capture an opportunity. Think of this almost as a pitch that you are giving to management to convince them to adopt your strategic recommendations.

For this assignment, briefly indicate which company you have selected for your final paper and why you have chosen this firm.

For ease of research you will want to factor a few things into your decision, Most notably, how "popular" is the firm? More recognizable firms will usually have a greater wealth of analyst reports, news articles, and commentary that will help you with your analysis. More obscure firms will be more difficult to collect information on.

Requirements

For your final paper you will apply these principles by conducting your own analysis on a company of your choosing. You will analyze the business environment, the firm and its competitors ultimately culminating in a series of strategic recommendations.

Papers are typically 9 pages double spaced, 12 point font and proper APA formatting. This includes proper citation of all source materials (Reference Page).

A typical outline is not limited to, but contains the following:

a. Introduction:

- Short background of the company
- Description of businesses/products/services
- Current revenue size and financials
- Major markets served
- Number of employees
- Mission and vision of the company
- Any other relevant basic information

b. Analysis of industry

- PESTEL
- Five forces
- Intensity of rivalry and key competitors
- Strategic groups

Internal analysis

- Mission/vision/values/goals
- Key resources
- Core competencies
- Sources of competitive advantage

c. Strategic Recommendations

- SWOT analysis
- Evaluation of strategies
- Value chain improvements
- Implementation (initiatives, resources needed etc.)

d. Concluding remarks or argument

Rubric

Strategic Analysis Paper

Criteria	Ratings						Pts
This criterion is linked to a Learning Outcome Introduction Paper provides a clear background and relevant information necessary to help the reader develop an understanding of the company.	5 pts	4 pts	3 pts	2 pts	1 pts	0 pts	5
	Full Points	Good	Satisfactory	Needs attention	Needs major improvement	No Marks	pts
This criterion is linked to a Learning Outcome Analysis of the Industry Discusses Porter's Five Forces including intensity of rivalry and key competitors. Strategic Groups, and key success factors. Applies theories and concepts while conducting the analysis	10 to >8.0	8 to >6.0	6 to >4.0	4 to >2.0	2 to >0.0	0 pts	10
	pts Full Points	pts Good	pts Satisfactory	pts Needs attention	pts Needs major improvement	No Marks	pts
This criterion is linked to a Learning Outcome Internal Analysis Mission, vision, key resources and capabilities, core competencies.	10 to >8.0	8 to >6.0	6 to >4.0	4 to >2.0	2 to >0.0	0 pts	10
	pts Full Points	pts Good	pts Satisfactory	pts Needs attention	pts Needs major improvement	No Marks	pts

Criteria	Ratings						Pts
This criterion is linked to a Learning Outcome Analysis of Strategy	10 pts	8 pts	6 pts	4 pts	2 pts	0 pts	10
Discusses business and corporate level strategies. Identifies value proposition, alignment with goals.	Full Points	Good	Satisfactory	Needs attention	Needs major improvement	No Marks	pts
This criterion is linked to a Learning Outcome Strategic Recommendations	15 pts	12 pts	9 pts	6 pts	3 pts	0 pts	15
Performs SWOT analysis, develops strategic recommendations. Ideas flow logically from the analysis of the industry and the firm. Identifies potential difficulties for implementation. Identifies potential ESG threats and opportunities and areas of potential shared value creation.	Full Points	Good	Satisfactory	Needs attention	Needs major improvement	No Marks	pts
This criterion is linked to a Learning Outcome Paper Structure	5 to >4.0 pts	4 to >3.0 pts	3 to >2.0 pts	2 to >0.0 pts	0 pts		5
APA formatted. Properly cited. Overall construction is readable.	Full Marks	Good, only minor issues	Satisfactory	Needs significant improvement	No Marks		pts

Total Points: 55