

Title M3A2 Strategic Analysis: Competitor Analysis

After putting together your SWOT analysis, you will now conduct a competitor analysis. This analysis should help you determine your competitor's goals, the assumptions your competitor has, your competitor's strategy for completing their goals, and what your competitor is capable of.

Your analysis should include:

- A detailed summary of your competitor's goals. Make sure to choose a direct competitor to the organization you chose. If you chose Nike, you could pick Adidas or Reebok, but not Wal-Mart. Wal-Mart does sell shoes, but they are not in the same market as Nike, Adidas, or Reebok.
- Your competitor's assumptions. This could be where they are positioned in the market, whether or not they have good management, and so on.
- Your competitor's objectives. How does your competitor plan to complete its goals?
- Your competitor's capability. What can the organization do with its current resources? Does it have the ability to advance in the market?
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Use the example model on page 9 of "Strategic Analysis Tools" by The Chartered Institute of Management Accountants:

http://www.cimaglobal.com/Documents/ImportedDocuments/cid_tg_strategic_analysis_tools_nov07.pdf

Your analysis should be accompanied by a paper that is 3 to 4 pages in length and formatted according to APA guidelines. It should clearly explain each point you made in your competitor analysis.

	Unacceptable	Minimally Responsive	Satisfactory	Exemplary	Weight
Description and Details of Competitor	A competitor is identified but hardly described, if at all.	An organization is identified, and information about the chosen competitor is briefly described, with important details vague or missing. More information is needed on the competitor's goals, assumptions, objectives, and capabilities.	Information about the chosen competitor is generally described, including the competitor's goals, assumptions, objectives, and capability. Information provided is relevant and important in building the foundation on which the analysis of the competitor will be built, though more details are needed to fill in important gaps.	Information about the chosen competitor is described in detail, including the competitor's goals, assumptions, objectives, and capability. Information provided is relevant and important in building the foundation on which an analysis of the competitor will be built.	
Score	0	24	32	40	/40
Analysis and Critical Lens	The competitiveness and threat of the competitor is not discussed, or if they are, they are vague, inappropriate, and inaccurate.	Only a single perspective is presented and discussed OR Different perspectives are generically discussed, providing summaries instead of critical analyses of perspectives in the context of the competitiveness and threat of the competitor. Minimal to no evidence are provided to support claims.	The competitor is analyzed critically using multiple perspectives (e.g., strengths, weaknesses), generally illustrating its competitiveness and potential threat to the targeted organization. Minor details are missing. These claims are generally supported with evidence and reasons, with minor details missing.	The competitor is analyzed critically using multiple perspectives (e.g., strengths, weaknesses), discussing in detail and with evidence to illustrate its competitiveness and potential threat to the targeted organization. Supporting details and evidences to justify claims are relevant, accurate, and specific to the claims.	

Score	0	30	42	50	/50
Writing Quality/APA Style	Frequent problems with organization, clarity and/or conventions make the paper hard to read. APA style guidelines are not adhered to, Possible plagiarism risks the appearance of cheating.	Numerous mechanical errors are distracting; and organization of ideas are lacking, but not enough to interfere with meaning. APA style guidelines are attempted, with major errors.	There are few problems with organization, clarity or conventions that should have been fixed. APA style guidelines are followed, with only minor errors; however, these problems and errors are not serious enough to distract the reader.	The writing is well organized and clear; there are minimal problems with spelling, punctuation, and grammar; APA style guidelines are followed accurately.	
Score	0	6	8	10	/10