**Business 478**

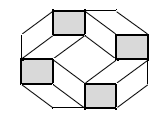
**Section D ???**

**STRATEGIC ANALYSIS FOR Integration, Recommendations and Implementation at:**

**[NAME OF ORGANIZATION]**

[You should take all the [brackets] out!]

**[Some]**

****

**[Graphics]**

**Student Name: [Jerry Sheppard]**

**Student ID Number: [77777-7777]**

**Date: [Month, Day, Year]**

The ultimate page limit on this is eight without title page, Table of Contents (which you do not need to provide), or references. New Times Roman, 12 pt 1½ spaced (tables can be single space) with no more than .3 compression. One-inch margins (*Word* is not set for inches? It is 2.54 cm.)

I had a prof. that insisted that paragraphs had to have more than two sentences. This should be in understandable language. Notice how every non-header sentence ends with a period. I expect that even lists of points will end in a period (if not I will lower, at leas, the form grade). The faux Latin included throughout this paper is just filler to show where text should be. A table showing a timeline of history can save space and make events more understandable at a glance.

**SYNTHESIS of the situation at the company**

**Strengths**

The organization has the following strengths (you could also put this into a table with weaknesses):

* *Financial:* Te reque luptatum per, vocibus gloriatur definitiones no duo. Nonumy ignota discere vim et. Vim nibh laboramus no, pri et prima utamur, cu pertinacia argumentum eam. Dicant conceptam repudiandae usu in, virtute menandri an per.
* *Managerial:* An vim tamquam mediocrem, mel dicit dolore deserunt ei. Putant appetere et nec, et sea omnes fabellas, habeo tation fierent vim te. No eum ferri nostrum. Sit diam dolorum hendrerit ut, regione bonorum instructior id his, vis eu habemus imperdiet.

**Weaknesses**

The organization has the following weaknesses (you could also put this into a table with weaknesses):

* *Logistical:* Te reque luptatum per, vocibus gloriatur definitiones no duo. Nonumy ignota discere vim et. Vim nibh laboramus no, pri et prima utamur, cu pertinacia argumentum eam. Dicant conceptam repudiandae usu in, virtute menandri an per.
* *Marketing:* An vim tamquam mediocrem, mel dicit dolore deserunt ei. Putant appetere et nec, et sea omnes fabellas, habeo tation fierent vim te. No eum ferri nostrum. Sit diam dolorum hendrerit ut, regione bonorum instructior id his, vis eu habemus imperdiet.

**Opportunities**

The environment presents the following opportunities (you may put this in a table with threats):

* *Foreign markets:* Te reque luptatum per, vocibus gloriatur definitiones no duo. Nonumy ignota discere vim et. Vim nibh laboramus no, pri et prima utamur, cu pertinacia argumentum eam.
* *Product line expansion:* An vim tamquam mediocrem, mel dicit dolore deserunt ei. Putant appetere et nec, et sea omnes fabellas, habeo tation fierent vim te. No eum ferri nostrum. No eum ferri nostrum. Sit diam dolorum hendrerit ut, regione bonorum instructior id his, vis eu habemus imperdiet.
* **Threats**

The environment presents the following threats (you may put this in a table with opportunities):

* *New competition:* Nonumy ignota discere vim et. Vim nibh laboramus no, pri et prima utamur, cu pertinacia argumentum eam. Dicant conceptam repudiandae usu in, virtute menandri an per.
* *Environmental concerns:* No eum ferri nostrum. Sit diam dolorum hendrerit ut, regione bonorum instructior id his, vis eu habemus imperdiet. Dicant conceptam repudiandae usu in, virtute menandri an per. Nonumy ignota discere vim et. Vim nibh laboramus no, pri et prima utamur, cu pertinacia argumentum eam.

**SWOT Matrix**

|  |  |  |
| --- | --- | --- |
|  | **Strengths** | **Weaknesses** |
| **Opportunities** | * How do the strengths match the opportunities. * Each point must include both a strength and an opportunity. | * How do the weaknesses limit the possibility of taking advantage of an opportunity. * Each point must include both a weakness and an opportunity. |
| **Threats** | * How do the strengths fend off threats. * Each point must include both a strength and an threat. | * How do the weaknesses exacerbate the threats. * Each point must include both a weakness and an threat. |

**SWOT fit with strategy**

Does the company strategy make sense given the SWOT? Why, or why not?

**ANALYSIS OF ALTERNATIVES**

**Criteria for Selection of a Recommendation**

Here is where you need to describe what would make for a good strategic choice.

**Recommendation**

*Short Term*

Here is where you recommend basic immediately needed changes (tomorrow, this week, this month and/or quarter).

*Long Term*

Here is where you recommend a longer-range strategic alternative (rest of this year, and three to five years years).

**Targets and Goals**

**Evaluation of Recommendation**

Here is where you need a table of that evaluates the recommendation. I would draw you one but you should be able to generate one on your own. Make sure you name the criteria, do NOT number them.

**IMPLEMENTATION**

**Action Time Line**

**Action Plan**

A few paragraphs about what is to be done in the immediate (short term) future.of description before and after it are really awesome here (OK I expect you to provide one). If time lines are difficult to develop, then steps could be another method to show the action plan.

Time lines with a paragraph of description before and after it are really awesome here (OK I expect you to provide one). If time lines are difficult to develop, then steps could be another method to show the action plan.

**Rationale for Action Plan**

So why is the plan a good idea? Explain how this fit the mission, and SWOT

**New Structure and Control Systems Needed**

If you do not have at least seven pages, you are not covering it all and your grade will be below the mean. This new structure and control system is developed to make the recommendation work smoothly.

**Criteria to Evaluate Success of Implementation**

The following will be employed to evaluate the success of the selected alternatives:

* *Gains in Market Share:* All the better if you have real numbers as a benchmark.
* *Gains in Profitability:* All the better if you have real numbers as a benchmark.

**REFERENCES**

Stocking, G.W. and W.F. Mueller. 1955. The Cellophane Case and the New Competition. *American Economic Review.* 45 (1): 29-63.

**NOTES[[1]](#endnote-1)**

1. Normally Notes come after references when you have both. However, Word**™** forces them to the end of the document. Really you should not have both Notes and References. It’s best do one or the other. [↑](#endnote-ref-1)