

Formulation Analysis Evaluation

<i>Section of report</i> Grade range is 0.0 – 4.4	Form	Content
Mission, Objectives, Goals, stakeholders	<ul style="list-style-type: none"> ◆ Updated Information ◆ Current Mission ◆ Goals & Objectives ◆ Stakeholders 	<ul style="list-style-type: none"> • If case info. needs updating, update it and bring the audience/reader up to speed. • Provide the firm's current Mission & Goals. • Who're the stakeholders & what do they want?
General and Industry Environment	<ul style="list-style-type: none"> ◆ Macro Environment (Demographics, Economy, etc.) ◆ Industry Environment (Porter's 5) ◆ Competitors (top 3 or so) ◆ What are the industry dynamics 	<ul style="list-style-type: none"> • Clearly outline these elements. • Industry dynamics include the likelihood of competitor attack and response and the form these attacks and responses are likely to take given conditions in the environment
Resources and Capabilities / Core Competencies	<ul style="list-style-type: none"> ◆ Resources (Tangible / Intangible) ◆ Capabilities (by Functional Area) ◆ Core Competencies (VIRO) ◆ Performance 	<ul style="list-style-type: none"> • Details will be needed (e.g. you should say "Their physical plant is the most modern and efficient in the industry and it allows them to..." rather than simply listing "physical Plant" under a list of tangible resources).
Business, Corp. and International Strategies	<ul style="list-style-type: none"> ◆ Business Level Strategy ◆ Corporate Level Strategy ◆ International Strategy ◆ Cooperative Strategy 	<ul style="list-style-type: none"> • Tell me what is their: <ul style="list-style-type: none"> - Generic Bus. level strategy is (Cost Leadership, Diff, Focus, etc.) - Corp. level strategy (Conglomerate, Vert. Integration Single bus., etc.) - International Strategy (Global, Transnational, Multidomestic). - Any Joint Ventures, etc.
Average		

Formulation Analysis Outline

The written version should be no more than 20 page, including cover and citations, no table of contents or exec summary needed, no less than 11 pt, double space, and no less than 1-inch margins. Mix the tables and figures into the text as they are mentioned in the paper.

INTRODUCTION

- Background in Brief
- The Organization Today

MISSION, GOALS & STAKEHOLDERS

- Mission
- Goals and Objectives
 - 1. ...
 - 2. ...
- Stakeholders
 - 1. ...
 - 2. ...

EXTERNAL ANALYSIS

- General Environment
 - 1. ...
 - 2. ...
- Industry Environment
 - 1. ...
 - 2. ...
- Competitor Analysis
 - 1. ...
 - 2. ...
- Analysis of Dynamics of External Forces
 - 1. ...
 - 2. ...

INTERNAL ANALYSIS

Resources

Tangible

1. ...
2. ...

Intangible

1. ...
2. ...

Capabilities

1. ...
2. ...

Core Competencies

1. ...
2. ...

3. Three is plenty

Performance

1. ...
2. ...

STRATEGY

- Business Level Strategy

- Corporate Level Strategy

- International Strategy

- Cooperative Strategies