**FOR THE PURPOSES OF THE ACS ASSIGNMENT PLEASE CHOOSE ONE CASE AND ONE STRATEGY**

Jan 2020

**Case 1: GSK**

<https://www.gsk.com/>

**Evaluate the strategy: GSK to form a joint venture with Pfizer**

<https://www.gsk.com/en-gb/media/press-releases/glaxosmithkline-plc-and-pfizer-inc-to-form-new-world-leading-consumer-healthcare-joint-venture/>

IC vol. 206/2630 p. 9 GSK to spin out consumer health

Case on pharma industry:

The global pharmaceutical industry: back to the future? Johnson et al. E11 p. 545

**Case 2: Sainsbury**

<https://www.about.sainsburys.co.uk/>

**Evaluate the strategy: Sainsbury Asda merger** (<https://www.about.sainsburys.co.uk/~/media/Files/S/Sainsburys/Sainsburys_Asda_rationale_FINAL.pdf>)

<https://www.theguardian.com/business/2018/apr/30/why-amazon-is-driving-force-behind-asda-sainsburys-merger>

<https://www.theguardian.com/business/2018/sep/27/sainsburys-and-asda-could-close-400-stores-to-complete-merger>

<https://www.mirror.co.uk/news/uk-news/what-12billion-sainsburys-asda-argos-12452882>

**OR**

**Evaluate the strategy: Sainsbury acquires Argos**

Case: Johnson et al. E11 p. 365

<https://www.bbc.co.uk/news/business-35941233>

<https://internetretailing.net/themes/themes/sainsburys-sets-out-how-argos-acquisition-will-accelerate-strategy-of-making-customers-lives-easier-14665>

<https://www.bbc.co.uk/news/business-46135274>

<https://www.ft.com/content/1d3c66aa-7fd4-36f7-990a-0342bc08db56>

**Case 3: Zara**

Case: Zara De Wit E.6 p. 654.

**Evaluate Zara online strategy**

Case study available through this [link](https://rl.talis.com/3/roehampton/lists/FF421D47-8C8B-4FB6-E0D6-F10DC49B66E3.html?lang=en-US&login=1) (use Moodle log in details for access).

<https://www.inditex.com/about-us/our-brands/zara>

Annual reports: <https://www.inditex.com/en/investors/investor-relations/annual-reports>

**Case 4: Tesla**

Case: Tesla Motors De Wit E.6 p. 759.

Case study available through this [link](https://rl.talis.com/3/roehampton/lists/FF421D47-8C8B-4FB6-E0D6-F10DC49B66E3.html?lang=en-US&login=1) (use Moodle log in details for access).

<http://www.annualreports.com/HostedData/AnnualReports/PDF/NASDAQ_TSLA_2017.pdf>

<http://ir.teslamotors.com/?_ga=2.88056664.1726525780.1547327716-2084513908.1547327716>

**Evaluate merger with Solar City**

<https://www.wsj.com/articles/tesla-and-solarcity-agree-to-2-6-billion-merger-deal-1470050724>

<https://www.cnbc.com/2016/11/17/solarcity-shareholders-vote-on-tesla-merger.html>

Case on fuel:

IC vol. 206/2630 p. 58. Is hydrogen the fuel of the future?