**The Project Assignment**

**Advanced Strategic Management (BUSE610)**

**Marks: 30**

**The Assignment**

The purpose of the project is to provide the executive students an opportunity to examine the nature and dynamics of strategic management efforts being undertaken by the contemporary organizations. The student will be working in teams (not more than 4 members) for this project.

**Project Description**

After having scanned the local business environment of Jeddah, you will develop a strategic business plan for a company. You need to choose any company for your analysis to be compared with other competitors in that industry. The entity selected for this purpose could be anything like a restaurant, amusement park, fitness studio (may be for females), sports complex, hospital, or business school etc. While reporting, the elements constituting the external environment and the opportunities and threats posed by this external environment have to be as factual and logical as possible. However, for the internal environment, the team can make reasonable assumptions while elaborating upon the strengths and weaknesses of the hypothetical concern while making an appeal to the resource-based view (RBV) of the firms. The strategic plan needs to exhaustively take into account the elements like environmental analysis (SWOT), strategy, implementation and contingencies etc.

The deliverable of the team project would be 10-12 pages Formal Report. The required font for the text is "Times New Roman" in font size 12 pts. with standard character spacing. Line spacing is 1.5 lines

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**Structure of the Project Report**

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Title page

Table of contents

Executive Summery 1 Pages

Industry Overview 1 Page

Introduction of the Company (Existent or Hypothetical) 1 page

Vision, mission and philosophy of the Company 1 page

Corporate (Performance) Objectives 1 Page

SWOT Analysis (at least one page each for S, W, O and T) 4 pages

Choice of Generic Strategy & Why (Cost leadership/Differentiation/Focus) 1 page

Co-operations (Suppliers, Middlemen, other stakeholders) 1 page

Business strategies: Directional (Growth/Stability/Retrenchments) 1 page

Functional Strategies 5 pages

(Marketing/Finance/HR St/Production/Operations/Info. Management Strategy)

Control Instruments 1 Page

Conclusion/summery/suggestions 1-2 Pages

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