TOPIC; Business-Level and Corporate-Level Strategies

Description

In this assignment, you are to use the same corporation you selected and focused on for Assignment 1: Strategic Management and Strategic Competitiveness and Assignment 2: External and Internal Environments. Research the company on its own website, the public filings on the Securities and Exchange Commission EDGAR database, the University's online databases, the Nexis Uni database, and any other sources you can find. The annual report will often provide insights that can help address some of these questions. Requirements Write a six- to eight-page paper in which you do the following: Analyze the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion. Analyze the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion. Analyze the competitive environment to determine the corporation's most significant competitor. Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. Justify your choice. Determine whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets. Use at least three quality references. Note: Wikipedia and other websites do not quality as academic resources.  Your assignment must follow these formatting requirements: This course requires use of new Strayer Writing Standards (SWS). The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details. Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; references must follow SWS or school-specific format. Check with your professor for any additional instructions. Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required page length.  Use the Assignment 3 Template [DOC] to ensure that your assignment meets the above requirements. The specific course learning outcome associated with this assignment is as follows: Determine business-level and corporate-level strategies for a corporation's long-term success comparable to the competitive environment. Grading for this assignment will be based on answer quality, logic and organization of the paper, and language and writing skills, using the scoring rubric.