Topic: BIZ202 The Business Environment

Order Description

C​‌‍‍‍‌‍‍‍‍‍‌‌‍‍‍‍‌‍‌‌​ontext: Businesses in the modern marketplace cannot afford to ignore the environments in which they operate. To navigate this vast and ever-changing landscape, businesses must keep a keen eye on micro environmental factors that influence them. This report is an effort to identify these factors and propose solutions to the risks they pose. Choose an article about an Australian or international business still in operation published within last three months from submission date of this assessment from the listed sources (choosing an article older than this period will result in an automatic fail for this assessment). Write a report identifying and analysing any relevant information about the micro environmental factors of the organisation from the chosen article incorporating the following: 1. Identify micro environmental factors that influence the chosen business specifically. These factors may include but are not limited to customers, competitors, suppliers, intermediaries and public opinion. Analyse the impact of the most influencing micro environmental factor on the business that may be in terms of but not limited to changes in business performance, structure, policies, profitability, value-adding attributes, reputation, growth, marketshare or any other impact. 2. Propose solutions to challenges to counter prevailing/potential risks within the microenvironment of the business. Choose an article from the list below (failure to choose an article from the following will result in an automatic fail for this assessment): ABC News Al Jazeera News BBC News Bloomberg Business Insider Australia Business Insider US CNBC News Financial Times Forbes Harvard Business Review SBS News Sydney Morning Herald SkyNews Business News The Australian The Australian Financial Review The Economist The Guardian The Independent Wall Street Journal Structure of the report Cover Page Executive Summary – An executive summary should provide a succinct summary of the content within the report. It should present information in such a way that readers are able to understand the intention and key elements of the report without having to read the entire document. This section is not included in the word count. (Approximately 10%-​‌‍‍‍‌‍‍‍‍‍‌‌‍‍‍‍‌‍‌‌​20% of word count) Table of Contents – A summary of the sections (headings/sub-headings) and pages numbers. Introduction – The introduction should set the scene and provide context for the aim. It should include a brief introduction of the business leading to the main discussion. It should include information about the company’s name, products and services, operating markets, general consumer category and how the company is mentioned in the chosen article. (Approximately 150- 200 words) Identification and analysis of micro environmental factors – This section should briefly identify all influencing micro environmental factors of the business and analyse only the most influencing micro environmental factor thoroughly by providing insight. The analysis must include impact from this factor in monetary and/or non-monetary terms. These impacts may be positive and/or negative. The most influencing factor must be mentioned in the article chosen from the listed sources and within the prescribed time period. Challenges and solutions – This section should identify the key challenge and risk present in the micro environment ofthe chosen business and provide correct strategies and solutions with thorough explanation and justification of each strategy. The challenge may be from the same micro environmental factor as analysed in the previous section but not the same matter or issue. [e.g](https://e.g/). if in the analysis section, company’s competitors have lowered their prices which impacted the chosen company, this should not be taken as a challenge in this section and then provided solutions. Conclusion – The conclusion should restate the aim then provide a brief and concise summary of the discussion to demonstrate that the aim of the report has been achieved. No new information should be included in the conclusion. (Approximately 50 - 100 words) References – Torrens Academic Writing Guide – APA 7th for citing and referencing research must be used. References are not included in the word count. Appendices – This section should provide supporting material which is unsuitable for inclusion in the body of the report, but has value to contribute to the report. You must include chosen article in this section. Appendices are not incl​‌‍‍‍‌‍‍‍‍‍‌‌‍‍‍‍‌‍‌‌​uded in the word count.