

Strategic management and business model essay sample

[Business](#), [Management](#)



Use the University of Phoenix Material: Business Model and Strategic Planning Outline as a guide to complete sections of your capstone project each week. A final paper is due in Week 5. Cite your resources. As clarification, papers 1, 2, and 3 do not require an executive summary or a table of content.

Write a 1,050- to 1,400-word paper in which you explain the importance of innovation in your selected business's vision, mission, and values, and determine your business model for this new division. Include the following:

Propose a new product or service for the new company division. The division should be customer-focused with an innovative mission statement. Ensure that you are differentiating your product or service. Describe how the division addresses customer needs and achieves competitive advantage.

Create a vision and a business model for this new division that clearly demonstrates your decision on what you want your business to become in the future. Explain how the vision, mission, and value of the new division align with the company's mission and vision.

Summarize how the vision, mission, and values guide the division's strategic direction. Define your guiding principles and values for your division in the context of culture, social responsibility, and ethics. Format your paper consistent with APA guidelines. Introductions, conclusions, and APA headings are required in all written assignments in this course. Cite any resource material used in completion of the paper. The introduction shall briefly, and clearly, convey the purpose of the paper. Ensure that the new product or

service is clearly stated in the introduction. Click the Assignment Files tab to submit your assignment.

Strategic Plan, Part I: Conceptualizing a Business

A successful strategic plan must be based on the company's mission, vision, and values. The purpose of this paper is to define a selected business, products, services, and customers by creating a mission statement. In addition, this paper contains a vision for the organization that demonstrate the expected future for the business, and it will define the company values considering important topics such as culture, social responsibility, and ethics. It will also analyze how the vision, mission, and values guide the company's strategic direction. Finally, it will evaluate how the company address customers' needs and how competitive advantage will be achieved.