

Bcc matrix case study

Business



Company will be allocated by the faculty: Cross, Logo, Lamponing, Hershey, Fossil, Fisher-price, ETC, Boyhood Report Structure: Cover Page:

Acknowledgement: Table of Content: Executive Summary: 200 words

Introduction: Company Information: History and the type of business, products and services. Provide an Organism (if not given create one yourself based on your findings/ common sense) Literature Review: hat is SOOT?

Why SOOT analysis is important, and How it affects strategic decision making. What is BCC Matrix? Explain Porter's competitive five forces model. Analyses your chosen company's competitive environment. Organizational Structure Findings & Analysis: Strength: Explain the strengths of the company. Insaneness: Discuss the weaknesses of the company.

Opportunities: Find the opportunities of the business. Threats: What are the threats for the business in the external environment?

Plot the company products in the BCC Matrix with proper explanation.

Analyses your chosen company's competitive environment in terms of the Porter's competitive five forces model. What strategies are they using to market their products? (Corporate level strategy, business level strategies and others. What kind of organization structure do Ho think the company has?? (Mechanistic or Organic) explain with proper research and example.

Recommendations: Point out ways how the company can.