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Individual Assignment 2 - Guideline

1. Purpose

To write a full business diagnosis about the selected company/case study. You would need to “Develop, implement and evaluate solutions to business problems”, and also to “Gather, analyze and synthesize information for a business context”.

2. Requirements

Follow the provided template (tables) to:

- Identify three strategy options and recommend one
- Identify four to six critical issues per strategy
- identify root causes of each critical issue (the 5-whys method)
- Write a high-level implementation plan

3. Rubric

You will be graded based on two elements:

Element 1: “Develop, implement and evaluate solutions to business problems” — Grade of this element is calculated based on the quality of your:

- Internal and external analysis — Grade?
- Identification of valid alternatives — Grade?
- Logical explanation of why the solution is chosen — Grade?
- Implementation plan — Grade?

Element 2: “Gather, analyze and synthesize information for a business context” — Grade of this element is calculated based on the quality of your:

- Data gathering — Grade?
- Analysis — Grade?
- Recommendations — Grade?

4. Additional notes

Remember, you should complete the assignment by following the provided template (tables).



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