

Final Paper

Due June 25 at
23:59 Hours (EST)

15 Pages

Minimum 10 References

About: You will write one 15-page **strategic** analysis of an existing company of your choice as part of this project.

My recommendation is that you choose a company that is going through some tough times or is struggling with some key

strategic issues. I am happy to make suggestions about such companies. You should imagine yourselves as part of the company's top management team or as a team of consultants. You will conduct an in-depth study of the firm, and apply the concepts, analytical tools and frameworks of this course to analyze its external and internal environments, identify the firm's strategic options, and

come up with a set of recommendations to maximize the firm's long-term performance.

Introduction

Literature Review

Body of your... Your
Organization

Conclusion

References

15 Page include Reference page

But not Title Page and

Appendix/Tables

12 fonts

Double line spacing