**Individual Written Case Assignment; BB Label: Individual Written Case Assignment:**

A single case will be assigned at the beginning of the semester for analysis. The goal is to use the strategy concepts discussed in class. This is an individual assignment and no involvement of the group is expected. Follow the outline detailed below to analyze the case. A page limit of 5 pages including all exhibits is strictly imposed. All late submissions will be penalized by 10% for each day delayed. Upload the written case to the BB by 5pm on the day the case is scheduled to be discussed in class.

**I) Problem Definition: 2 points**

i) Write down a specific Problem Statement

**II) Strategic Alternatives: 5 points**

1. Craft and list the strategic alternatives that the company could pursue.
2. ii) Analyze each alternative by

o considering the pros and cons of each strategic alternative

o Use case information and course concepts to justify your choices.

**III) Recommendation: 3 points**

1. What alternative - among the ones you identified above - do you recommend this company pursue and why?
2. II. What are the positive ramifications of pursuing that strategy? What are the risks of pursuing that strategy? Is the firm capable to pursue the recommendation? Support your answer with case information.