**Due Wednesday 28, 2017@1pm Pacific Standard Time**

**Ford Motor Company**

**Please Read ALL Attached Documents and Follow the**

**Directions to the letter for this assignment….**

**The word document of directions is two pages (Please read both)**

**Format for this assignment is Power Point. This needs**

**to include EVERYTHING below. Needs to be 10 slide**

**ASSIGNMENT REQUIREMENTS**

You will synthesize your internal and external analyses for **FORD MOTOR Co.** into a **PowerPoint presentation of 10 slides (with speaker's notes)**, including a SWOT table and potential strategic actions the company could take to address the issues raised by the analyses. Develop a PowerPoint presentation of 10 slides (with speaker's notes) that synthesizes the internal and external analyses for your selected firm. Your presentation is to include a well-developed SWOT analysis, a summary of potential strategic actions and the following:

**Summary of SWOT Analysis**

* **Examine the internal resources, capabilities and competencies of the selected firm using key strategic management tools and models such as the VIRO Framework and Value Chain.**

* + **Look specifically for capabilities that are required for the company's competitive advantage.**
	+ **Be specific about the firm's resources (both tangible and intangible) that seem most strategically important, now and in your vision of the company's future strategic development.**
	+ **Cleary state where firm Strengths and Weaknesses are found.**
* **Analyze the firm's external environment including its general environment, industry, and competitive position. Choose a strategic management model such as PEST analysis or Porter's Five Forces Model to use in this analysis. Clearly state where external Opportunities and Threats are found.**
* **Illustrate the key strengths, weaknesses, opportunities, and threats using a SWOT table. You might also develop a SWOT figure that depicts your findings in a way that allows for more effective integration and synthesis of your key ideas.**

**Strategic Actions Based on SWOT Analysis**

* **Relate the SWOT analysis to the key strategic actions the selected firm could take to further its alignment and long-term success.**

* + **How can you relate internal strengths and weaknesses with opportunities and threats in the external environment?**

* + **Are there capabilities that need to be enhanced in order to capitalize on opportunities or reduce threats?**

* + **Are there capabilities that can be divested because they no longer are need in the current or projected environment?**
	+ **What are the strategic actions that would align specific strengths and weaknesses with specific opportunities and threats?**