**BUAD 4980**

**STRATEGIC MANAGEMENT**

**HOMEWORK #1: STRATEGY ANALYSIS**

**The company you will use in this assignment: (Apple Inc.)**

1. SWOT analysis:

1.1. External analysis:

Identify opportunities and threats as follows:

- Four opportunities: two competitive forces, and two general forces

- Four threats: two competitive forces, and two general forces

1.2. Internal analysis:

Identify strengths and weaknesses as follows:

- Three strengths: one tangible resource, one intangible resource, and one capability

- Identify three weaknesses: one tangible resource, one intangible resource, and one capability

2. Value chain analysis:

2.1. Core business:

- Give the name of your company’s core business (if several core businesses, choose one)

- Give the names of three activities your firm performs along the core business’ value chain

- Give the names of two activities your company has outsourced

2.2. Brand (or model) within the core business:

- Name one brand your analysis will focus on (if the brand has several models, name one model)

- Give the name of, and explain, the value your firm seeks to create for that brand (or model)

3. Performance analysis:

3.1. Financial performance:

- Name one financial indicator you have chosen to analyze your firm’s financial performance

- Based on that indicator, analyze your firm’s financial performance

3.2. Strategic performance:

- Name one strategic indicator you have chosen to analyze your firm’s strategic performance

- Based on that indicator, analyze your firm’s strategic performance

4. Competitive advantage analysis:

Based on points 1, 2, and 3 above, state whether your company has achieved a competitive advantage for the brand or model you have chosen (e.g.: For its Corvette model, General Motors has achieved a competitive advantage). Explain your answer. In your explanation, focus on whether your company has excelled in creating the value that the brand or model you have chosen was seeking.

**ADDITIONAL INSTRUCTIONS**

- Do not provide answers that go beyond what the question is asking

- Although you only discuss your answers, put them in writing so you can refer to them

- **DO NOT SKIP A QUESSTION:** Have an answer to every question

- Several students have the same company

- It is up to those students to decide whether to share homework answers

- However, during your discussion, you are solely responsible for the answers you give