Report based on a strategic review of an organization. A suggested structure of the report is shown below: Executive summary (300 words) An overview of the whole strategic review contained within the report Strategic review (2200 words) A strategic analysis of the organization Environmental analysis Resources and competence analysis Recommendations for future development TOWS matrix and/Ansoff matrix to generate strategic options. Review two or more options against the criteria of suitability, feasibility and acceptability. Recommendations References (not included in word count) Appendices of supporting material (not included in word count) General guidance notes: • You must not do any primary research. All research should be conducted using secondary sources only. • Diagrams and charts can be in appendices or throughout the body of the report. This is a style issue and is therefore up to you. • “In text” referencing is part of the word count, but the references list is not. • A contents page and page numbers are required. • An executive summary should summarize the key points & findings in the report. It is not a plan of what you intend to do. • You are not required to provide critique of tools and models in this report. • Appendices are optional and must not exceed 5 pages (10 sides). They should support the main body of the report. Suggestions A) Analyse the External Environment of the Industry or Geography in which your chosen company operates & competes. You should be able to use tools & techniques such as PESTEL, P5Fs, ILC & SGA appropriately & deduce from them Opportunities & Threats potentially facing you from such application. B) Analyse the Internal Resources & Competences of your companies using tools & techniques such as VC, RBV and VRIO/N appropriately & deduce from them Strengths & Weaknesses that are unique or give you significant or sustainable competitive advantages. C) Summarise your analysis into a SWOT matrix containing the significant & impactful findings. D) Be able to take into consideration what we studied in Levels of Strategy (Corporate & Business Levels) and Internationalisation & use it (if appropriate) to help you consider strategic choices. Not forgetting Generic Strategies & relationship between you company & its parent (if it has a parent) E) Be able to commence generating Strategic Options for your company from turning your SWOTS into a TOWS format & articulating your options and / or using ANSOFF to suggest Strategic Directions & which methods of growth you would suggest for strategic options. Please remember to make sure that you use your own analysis to inform your own section of generating strategic options