Project Report on a Corporatiton

**Paper details:**

1. This is an individual project. 2. The student is required to follow the guideline as much as possible. 3. All sources used should be cited in a bibliography. 4. Absolutely no plagiarism. You work will be run through a plagiarism software program. 5. The project is not to be written as an essay, but like a project report. 6. It should be in a word document. All parts in the outline need to be filled out with details. You will be required to provide a citation in the bibliography for information provided, and justification for any suggestion/strategy/action plan. There is no specific format for the bibliography. 7. Font: Times Roman New and font sized 12, double space, no minimum number of pages, just make sure you cover all or near all parts mentioned in the outline. 8. The points in the guideline that need to discuss strategy, should have two parts mentioned- Strategic Plans and Action plans. Choose a corporation. To be approved by the instructor. You are to assume the role of the chief marketing strategy officer for the corporation, and have the do the rest of the parts, as if, working in that capacity. Name and Introduction of the corporation. Introduction should define the business, value chain, and revenue model. Definitions of the products/services Market segment and positioning Creation of Value Elements in the products/services Define the firms Ecosystem as it is now, and how is it changing or likely to change. You need to elucidate how the firm is putting purpose at the core of its strategy. Make sure you define the purpose for the firm. Define the platform in your strategy, i.e. for the corporation you have chosen. The discussion should be in the context of the firm and its working environment. What are the service elements in the products or product elements in the service of the firm, and how do they interact? Five forces analysis Make sure your analyze the current state of the industry Define innovation/s that your firm has used to develop the strategy and show its relationship with results. The results could be market share and profitability, or may be some other metric for the industry. Define your customers. Determine how to value them, and estimate if the corporation is undervaluing them. What are the issues in the execution of the strategy? You are required to detail this in the context of the corporations business. Conclusions and the strategic thrust areas for future. This should include but not be restricted to, the qualitative projections for corporation’s products/service over the next 1-3 years.

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