**BADM/BUOL 638, Strategic Decision Making
Comprehensive Capstone Case Study Instructions**

The aim of this assignment is to provide students the opportunity to perform a thorough case analysis. Working with your group, students will be assigned a company by the professor for analysis. The case analysis should include the following elements:

# Title Page

# Executive Summary

* The Product
	1. What good and/or service does the organization offer?
	2. What consumer need does the product solve?
	3. What promotional mix, channels of distribution, and pricing strategies are being used by the organization?
	4. What competitive advantage does the marketing strategy offer?

SWOT Analysis

* Strengths
	+ Identify strengths of the organization and answer the following questions:
		- How does this strength affect the operations of the organization?
		- How does this strength assist the company in meeting the needs of its target market(s)?
* Weaknesses
	+ Identify weaknesses of the organization and answer the following questions:
		- How does this weakness affect the operations of the organization?
		- How does knowledge of this weakness assist the organization in meeting the needs of its target market(s)?
* Opportunities
	+ Identify opportunities in the industry (and/or external environment) and answer the following questions:
		- How is this opportunity related to serving the needs of our target market?
		- What actions must the organization take to capitalize on this opportunity?
* Threats
	+ Identify threats in the industry (and/or external environment) and answer the following questions:
		- How is this threat related to serving the needs of our target market?
		- What actions must the organization take to prevent this threat from limiting the capabilities of the organization?

**Problem Statement**

* What is the primary problem in the case? Secondary problems? What are the ramifications of these problems in the long run? Short run? Include quantitative and qualitative analysis in your response.

**Strategic Plan**

* Based on the problem identified, develop a 5-year strategic plan for the company. This plan should include:
1. Clear vision, mission statement and core values
2. SMART objectives to solve the problem
3. Corresponding strategies for the objectives identified
4. Implementation plan
5. Key Performance Indicators to monitor progress

**Summary**

* Conclude the paper with a summary of the major points.

**References**

As groups prepare the project, please attend to the following additional guidelines:

* Length: 20 pages (double-spaced)
* Sources: 15 scholarly sources and 15 sources of business data
* Format: APA

Proofread the document carefully before submission at the end of the bi-term.