

SMS- CW 1 Guidelines

Assignment task

Component 1 (50%): Written Report (2500 Words)

Students in this module submit individual reports that carry out an analysis of strategic choice and strategy action of a British Plc company listed on the London Stock Exchange. This individual report will constitute 50% of your overall mark (please see below the note on the requirements of the individual report).

Individual Coursework

You work as a strategic planner for a British Plc company listed on the London Stock Exchange. The board of the company has asked you to carry out a strategic review of the company's corporate and business strategies (strategic choice) and provide a report on how successful the company has been in implementing those strategies (strategy in action). You are required to conduct research and critically analyse and evaluate the following:

- Identify with evidence the key business and corporate strategies of the company. Use related frameworks to discuss why those strategies are pursued.
- Identify with evidence the resources and capabilities of the selected company and analyse to what extent the company has aligned its resources and capabilities to its current business/corporate strategies.
- Evaluate with evidence how successful the company has been in implementing selected business and corporate strategies to compete in the market and create competitive advantages over rivals.
- Evaluate with evidence how the selected company has tried to become more competitive while taking into consideration sustainability and the environment.
- Evaluate the choices available for the company's strategic direction in the future. Also, make recommendations on how further sustainability practices can help the organisation to develop competitive advantages in the future.

Note: The concentration of your report should be on strategic choices and strategy in action. In your report, you might use some strategic analysis tools such as SWOT, PESTEL, Industry Five Forces Models or other external business environment scanning tools to better understand the business environment. Please make sure you put these in your appendix and use your key findings of applying these models in the main body, as your report should concentrate on analysing the company's business/corporate strategies

Guidelines

Cover page: With appropriate information such as student name, number, and essay title

Table of contents: The list of the main sections, headings, and subheadings within the report, along with their corresponding page numbers.

Introduction: In the introduction, provide an overview of the subject, state the report's objective, and set the stage for the upcoming content.

Company Background: Provide a brief introduction to the particular British Plc you have chosen for analysis. It should be as brief as possible.

Main Body

- **Identifying Key Business and Corporate Strategies (Strategic Choice)**

Identify and provide evidence of the key business and corporate strategies the company has pursued.

- Utilise **Porter's Generic Strategies** to explain how the company positions itself in the market
- Apply the **Ansoff Matrix** to illustrate the company's strategy directions.

- **Analysing Resources and Capabilities (Alignment with Strategy)**

Identify the resources and capabilities of the selected company.

Discuss how the company has allocated these resources and capabilities to its current strategic position.

- Use the **Value Chain and Value System analysis** to evaluate the company's resource allocation.
- Apply **VRIO analysis** to determine which resources and capabilities can lead to sustainable competitive advantages.

- **Evaluating Strategy in Action**

Evaluate the success of the chosen company in implementing its selected business and corporate strategies to compete in the market and create competitive advantages over rivals.

- **SAF (Suitability, acceptability and Feasibility) framework** can be applied to assess the effectiveness of their strategies.
- Provide evidence and examples of how the company has executed its strategies successfully or faced challenges.

- **Evaluating Sustainability Efforts**

Examine the company's sustainability efforts by reviewing their annual reports, policies, and actions.

Identify and evaluate the sustainability goals the company has set. Analyse how the company has aligned its sustainability goals with its corporate strategy.

Conclusion:

Summarise the key findings of the report, emphasising the company's strategic choices, implementation and their effectiveness in the market.

References:

Harvard referencing guidelines.

Appendices (if any):

Include any additional information, charts, or data that support the analysis. In your report, you might use some strategic analysis tools such as SWOT, PESTEL, Industry Five Forces Models or other external business environment scanning tools to better understand the business environment. Please make sure you put these in your appendix

Formatting Guidelines:

- Use a clear and organised structure.
- Maintain a professional and academic writing style.
- Ensure proper grammar, punctuation, and spelling throughout the report.
- Adhere to the word limit of 2500 words.

Note: This document only provides an outline for structuring the assignment.