

Executive Summary

Cover Page

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Introduction

- The main purpose of writing the report
- Selected company name (MUST be SME) and justification of choice
- What theoretical models/tolls/techniques will be underpinned in this report
- How many sections will be in this report and which section will cover what
- What is the expected outcome for the selected company from this report

Main body

Strategic Development Process

1. Strategic Analysis (SWOT)
 - Conduct Internal analysis by applying VRIN/9 M Model/Porter's Value Chian Model/ Benchmarking/ Balanced Scorecard Model/ Product Life Cycle Model to identify company's internal strength and weaknesses in terms of capabilities and resources (physical resources, financial resources and human resources and skills- administration skills, management skills and technological skills)
 - Conduct an external analysis by applying PESTEL or SLEPT model to identify opportunities and challenges/threats for your chosen company in the market/sector in which your chosen company operates the business (can be national and/or international)
 - Conduct an Industry Analysis by applying Porter's Five Forces Model to identify Industry competitiveness/attractiveness in which your selected company operates the business

Summarise your findings from internal and external analysis into SWOT (you may illustrate a table for summarising the findings – must be very concise with hints and examples)

2. Strategic growth choices/options/action points
 - Conduct strategic option analysis by applying Ansoff Matrix model/ Porter's Generic Strategies/ BCG Matrix to identify different strategic directions or choices for your chosen company
 - You can apply SFA framework to check the suitability, feasibility and acceptability of the strategic direction/option
 - Conduct Stakeholder analysis by applying Mandelow's Stakeholder Matrix to assess the acceptability of the option

Conclusions and Recommendations- Strategic implementation, monitoring and evaluation

- Draw a conclusion with your summary findings
- Propose the recommended strategic direction based on the section 2 in the main body
- Give a timeline of the strategic implementation process (suggest how and by when proposed strategic option can be implemented- step-by-step process)
- How your proposed strategic direction can be of help/beneficial for the selected company
- What may be potential consequences if the proposed strategic directions are not followed