

Some Clarifications for Assignment 2

Some Questions from Class/Discussion

- Is my role a consultant?
- What should we come up with when we talk about Value Proposition:
- what should be this value proposition (what's the approach and tools)?
- Do I need to follow on from assignment 1 to do assignment 2?

Specifically, your role is as a consultant:

- You are to take a chosen scenario. If you did assignment 1, it will be easier for you to choose one from assignment 1,
- take an existing company from the sector of the industry from assignment,
- produce two strategies that are likely to be useful,
- choose one strategy that you argue is the most likely to help the chosen company,
- and present your argument to the board.

What you need to complete assignment2:

- Even if you for whatever reason have not done assignment1, you can still do assignment2!
- You don't need the feedback from assignment one to do assignment two
- This is about process rather than right or wrong.

Its about your process, not about maths or physics

- Strategy is not an exact science.
- So you are aiming towards a well developed strategy
- Rather than poorly developed strategy
- Companies cannot be certain about the future, so you have to argue your case (using evidence) and hope it turns out to be a good strategy in reality.

Skills for your CV/Resume

- So by the end of the unit, some skills to brag about in your CV:
- I can identify possible future directions a company can take(scenario assignment 1)
- I can develop and design strategy(assignment 2)

Structure this as a report to a company:

- This is a report to a company, not a standard uni essay with intro, main body, conclusion, refs.
- There is a structure though, so be clear with headings and sections

Structure

- Brief information about the company; The company already knows who they are, so briefly write the basic facts about the company
- Briefly summarise the selected scenario
- Identify potential segments/target markets
- Give an explanation for the choice of the strategic position
- Show the selection and justification of the chosen segment/market
- Discuss potential options (2 different value propositions)
- Give detailed description of the chosen value proposition
- Give brief statement of what is being communicated to the customer
- Appendices, including information used to create the details of the report, your workings (show the models/frameworks where you actually used (not just a description)), any data of relevance.

(Tip on **how the marker thinks**: We take the role of the company and we will pay you(the consultant) grades(%) for showing us convincing evidence-based logic/reasons behind your

strategy, and why the customer will buy our products and services under your strategy. We will not pay you grades(%) for basic descriptions of what you did or how the strategy tools function)