



## FORMULATING STRATEGY ASSIGNMENT

All strategic management begins with the development of the strategic plan or formulating strategy. Formulating strategy is developing the grand- and business-level strategies to be used by the company.

The first part of the formulation phase is to obtain a clear understanding of the current position of the company. This includes identifying the mission, identifying past and present strategies, diagnosing the company's past and present performance, and setting objectives for the company's operation.

# STRATEGY



### Your Task:

1. Select one of the following companies.

Adidas

Aeropostale

Lululemon

Starbucks

Coca-Cola

Kellogg

Best Buy

Apple

Costco

Wal-Mart

General Motors

Xerox

Gap

Kraft

Microsoft

Heinz

Hershey

Campbell

Wendy's

Nestle

2. Visit that company's web site. Become familiar with the company by reading as much as you can about them on their web site.
3. Briefly describe the company. Make sure to include what they sell. (2 marks)
4. What is the Mission Statement of this company? (2 marks)

5. Go to Nasdaq ([www.nasdaq.com/markets/](http://www.nasdaq.com/markets/)), and search for the company. Provide the following information:
- What is the stock currently trading at (provide the dollar amount) (1 mark)
  - Based on Market Cap, list the company's top five competitors (3 marks)
  - Based on the Analyst Research, is this stock currently being recommended to buy or sell? (1 mark)
  - According to the Ownership Summary, how many shareholder's does the company have? (1 mark)
  - According to their income statement, what was their Net Income for 2018? Is this increasing or decreasing over the last few years? (2 marks)

6. Perform a SWOT analysis for the company. Based on your research, what are the company's strengths, weaknesses, opportunities, and threats? List at least three for each area and provide as much detail as possible. (12 marks)



7. If you were the manager for this company, what three goals would you set and why? (6 marks)