**Please respond to the following based off of the other attachment.**

1. Summarize data with TOWS matrix and VRRO analysis for the corporations (Sears and Kmart).

2. Please prepare Competitive analysis via Competitive Perceptual Map or competitive matrix. Please analyze the companies compared to each of the competitor's strengths.

3. Please prepare Porter's five force model and Porter's diamond model.

4. Please provide Segmentation strategy and buying behaviors for each segment.

5. Create an SBU analysis.

6. Corporate and marketing strategies to reach target market.

7. Product portfolio analysis, including product life cycle and SBU Analysis investment strategy and a business level strategy for each SBU (Porter's or Miles and Snow strategies) based on the SBU analysis.