Written Report Outline

IV. Situational Analysis

1. Environment
2. Economic conditions and trends
3. Cultural and social values and trends
4. Political and legal issues
5. Implementations for strategy development
6. Industry
7. Classification and definition of industry
8. Analysis of existing competitors
9. Analysis of potential new entrants
10. Analysis of substitute products
11. Analysis of suppliers
12. Analysis of buyers
13. Summary of industry opportunities and threats
14. Implications for strategy development
15. Organization
16. Objectives and constraints
17. Financial condition
18. Management philosophy
19. Organizational structure
20. Organizational culture
21. Summary of the firm’s strengths and weaknesses
22. Implications for strategy development
23. Marketing strategy
24. Objectives and constraints
25. Analysis of sales, profits, and market share
26. Analysis of target market(s)
27. Analysis of marketing mix variables
28. Summary of marketing strategy’s strengths and weaknesses
29. Implications for strategy development

V. Problems Found in Situation Analysis

A. Statement of primary problems

1. Evidence of problem(s)

2. Effects of problem(s)

VI. Strategic Alternatives for Solving Problems

1. Description of strategic alternative 1
2. Benefits of alternative 1
3. Costs of alternative 1
4. Description of strategic alternative 2
5. Benefits of alternative 2
6. Costs of alternative 2
7. Description of strategic alternative 3
8. Benefits of alternative 3
9. Costs of alternative 3

VII. Summary