For this assessment, you will need to prepare a written report of ~ 2,500 words to *identify and prioritise the opportunities and threats facing an assigned organisation.*

You will be required to review the external factors impacting the organisation it currently operates and the targeted sector. It is important to note that the focus is on trends, opportunities, and threats for the next 3-5 years.

|  |
| --- |
| ***Important Note:***  The company, environmental, competitor, and industry knowledge, you gain from Course 1 – Assessment 1, will significantly contribute to your thinking and decisions in Course 2 – Assessment 2.  For this reason, you must be thorough in your analysis. |

**Assessment Objectives**

1. Research and analyse the organisational environment factors to assist in diagnosing complex organisational issues and formulate evidence-based recommendations.
2. Utilise analysis and decision-making tools of strategic management to support the activities of strategy evaluation, formulation, and implementation in a variety of organisational contexts.

**The Scenario**

Congratulations!

You are assuming the role of a newly appointed CEO for the company’s operations.

The board understands that this is your first CEO position and have placed you on probation for the first eight weeks of your appointment.  During that time, they want you to demonstrate your skills in the area of evidence-based analysis and insight.

They have called you to a meeting on your first day and are assigning you a task.  If you meet the task set, they will convert your appointment from probationary to permanent.

**The Task**

They have asked you to undertake a thorough and extensive market analysis of the industry and the respective sector that the organisation currently operates within.  As a result of the investigation and analysis, the executive board wants a report on the organisation’s opportunities and threats over the next 3–5 years.

During the meeting, the executive board has shared with you their intent to pursue aggressive non-acquisitional growth in the coming years, with the aspirations to become the leading player for the industry, not just the sector.

They accept that to achieve the organisation’s growth aspirations, the organisation will need to enter new and progressive sectors.  As part of your analysis, the executive board wants you to evaluate the sector for its existing and potential growth. They want this sector included in your analysis and report

You have been assigned an organisation of focus to complete the assessment (refer to the Business Profile summary).

To help you with the structure of the report, we recommend the following:

**Title page**

Table of Contents

Executive summary

1.      Industry analysis

         1.1          Industry and Sector performance analysis

         1.2          Macro environmental analysis

         1.3          Competitor analysis

         1.4          Industry forces analysis

2.      Opportunities and Threats

3.      Reference List

4.      Appendix

*This will include the workings that support your analysis, identification of opportunities and threats – such as:*

           4.1          Industry and sector performance

           4.2          PESTEL analysis

           4.3          Competitor analysis

           4.4          Industry forces - Porter's five forces analysis

           4.5          Scenario analysis – Scenario Cube

           4.6          Blue Ocean Strategy Canvas

           4.7          Blue Ocean Four Actions Framework

           4.8          Salience model

           4.9          Corporate governance issues identification

**Notes to help you:**

* Word count does not include the following:
  + title page
  + executive summary
  + table of contents
  + graphs, diagrams, or tables
  + reference list
  + appendices
* You can add subheadings to the sections for ease of reading
* Ensure you include the current sector and potential sector
* The analysis will be based on evidence.
* Where the application of the model has required assumptions, please clearly state.
* Referencing must be applied throughout the Appendix (for academic integrity)
* In-text citation in the body of the report must be applied
* Follow Harvard Referencing