



# THE GENERAL OUTLINE

Group Project #1

# THE BIG QUESTIONS

- These questions should be answered within group's deliverables (paper/presentation)
  - What is the company's current situation?
  - What is the recommendation to improve that situation?
  - What is the rationale behind the recommendation?
  - How will the company move forward with the recommendation?
  - What will be the impact on the company if the recommendation is followed?
  - What factors were considered in developing financial projections?

# CURRENT SITUATION

- Considers fiscal and positional situation
  - The annual report is a great resource
- SWOT approach
  - SW (Company focused)
  - OT (Industry focused)
  - Incorporate:
    - Financial data (including ratios) where appropriate
    - Strategic positioning as related to competition

# STRATEGIC RECOMMENDATION

- A thorough outline of the company's situation provides a starting point for your recommendation rationale
  - Do not be afraid to refer back to it either:
    - Positively
    - Negatively
- Create a vision to where the given recommendation will lead the company:
  - Conservative
  - Aggressive
- It should in some way align with vision provided in most recent annual report

# HOW IT WILL HAPPEN

- Consider operational changes and any resource reallocations necessary for moving forward with your recommendation
  - Would company need to close/open plants?
  - If a new division, would existing divisions be rolled into it?
  - If additional financing is necessary from external sources, would it be through:
    - Debt financing (Why?)
    - Equity financing (Why?)
- Would there be temporary resources (positions, outsourcing) necessary for changes to occur?
- How long would it take for any transitions to occur?

# PROJECTED IMPACT

- What are the benefits?
  - Increases revenues?
  - Better market position?
  - Reduces environmental threats?
  - Etc.
- What are potential risks?
  - Market instability?
  - Entering competition?
  - Legal regulations?
- What does the company look like for the next five years?
  - Financials projections
  - Market share projections
  - Rationale behind projections