**Minor Case Study**

**Autozone, Case #3 of Chapter 3** **or** **Select a business of your choice.**

**MINOR CASE STUDY QUESTIONS: For the Minor case now additional questions will be addressed. Following the pattern below will ensure your readiness for the next steps.**

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| 1. Introduce the organization: basic facts and current status |  |
| 2. Specifically identify the industry, life-cycle stage and the competitors – see IBIS World database |  |
| 3. Analyze the potential profitability of the industry |  |
| 4. Who has succeeded and failed in the in the industry? What are the Critical Success Factors? |  |
| 5. What political/legal forces affect the industry? |  |
| 6. What economic forces affect the industry? What is the market structure? |  |
| 7. What social forces affect the industry? |  |
| 8. What technological forces affect the industry? |  |
| 9. What is the current firm-level or corporate-level strategy? |  |
| 10. What is the current business-level [generic] strategy? |  |
| 11. What are the business strategies of the major competitors? |  |
| 12. What is the organization’s Marketing Strategy? |  |
| 13. What is the organization’s financial position and financial strategy – how do they make and invest their money? |  |
| 16. / 17. What are the organization’s Strengths and Weaknesses? On what competencies should they build? |  |
| 18. / 19. What are the organization’s Opportunities and Threats? |  |
| 20. What strategic alternatives are available to the organization? |  |
| 21. What are the pros and cons of these alternatives? |
| 22. Which alternative should be pursued and why? |

You are to write the research paper incorporating APA standards and citing a minimum of **eight (8) journal sources, and/or business trade resources**.

For your Minor paper, your paper submission should follow the below stated composition and formatting guidelines; and be composed unto a “Word Document.”

* Title page with your name, course, date, and an appropriate title.
* You can use single or double space, Times New Roman, and 12pt font.
* Support your position.
* When all is done, give a brief conclusion.
* Upon citing works, add a separate reference page.

These APA additions are NOT a part of the word count that should approximate **1200-1500** words.  Do not simply answer the questions; provide support and articulate a path forward.