

Strategic Management Assignment

Your organization is: Under Armor Company

For your organization please identify the mission statement or vision or slogan. You may copy/paste from a website. (4)

A SWOT analysis: the strengths, weaknesses (internal), opportunities and threats (external) to your organization. (8)

Do you think they have any strategic issues that they need to be concerned about? Consider the environment in which they must exist; regulations, economy, social trends....can all affect their planning (6)

Do you think they compete from a low cost or a differentiation strategy? (4)

Who is their target market? (4)

Do you think that they may have a competitive advantage? What is it? Is it sustainable? (4)

Who do you think are their major competitors? (4)

You should use their web page AND any supporting news items that may be available and cite it. This should be word-processed, 12 pt. font, double spaced, with correct spelling and grammar (6).