# MGMT 496 – Individual Strategic Analysis Assignment

This is an Individual strategic analysis of an actual company using a firm'sIPO .

The guiding principal for this assignment is for you to demonstrate that you understand the issues surrounding successful strategic management. There is no “correct” answer to this: students will be graded on their choice of information from the IPO document as well as on the depth of thought and analysis.

**Your paper should present your evaluation of the IPO as a strategic plan/strategic planning document based on the evaluation you have done. Your evaluation should consider things like: Is this a good plan/planning document? Why or why not? Is the strategy realistic/achievable? Why or why not?**  (NOTE: These are not the only question you should ask yourself!) This is your chance to “grade” a strategic plan/planning document and demonstrate your learning by applying the course concepts to a “real” document.

# Appendix A – Paper Format/Outline

Cover Page

Body of Paper

 Use the Diamond-E framework (and the Values Framework, if suitable if is not let me know please) to analyse the relevant parts of the IPO. Remember that you are to evaluate the relevant parts of the IPO as if they were a strategic plan.

Appendix A – Excerpts from the IPO

 Copy and paste the relevant sections from the IPO that you used in your evaluation

**NOTE: There is no need for outside references in this assignment – it is all about what YOU think and how YOU analyse the information. I will assume that any concepts and terminology that you use come from the textbook and/or the course slide sets – you do not need to cite/reference them. IF you quote from the IPO document simply use (IPO page X) as your citation – you don’t need to list a reference. A bibliography is not necessary.**