

BUS 499 WK 6 Assignment 3 Business-Level and Corporate-Level Strategies

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This paper of BUS 499 WK 6 Assignment 3 Business-Level and Corporate-Level Strategies comprehends: Choose an industry you have not yet written about in this course, and one publicly traded corporation within that industry. Research the company on its own Website, the public filings on the Securities and Exchange Commission EDGAR database, in the University's online databases, and any other sources you can find. The annual report will often provide insights that can help address some of these questions. Write a six to eight (6-8) page paper in which you:

1. Analyze the business-level strategies for the corporation you chose to determine the business-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion.
2. Analyze the corporate-level strategies for the corporation you chose to determine the corporate-level strategy you think is most important to the long-term success of the firm and whether or not you judge this to be a good choice. Justify your opinion.
3. Analyze the competitive environment to determine the corporation's most significant competitor. Compare their strategies at each level and evaluate which company you think is most likely to be successful in the long term. Justify your choice.
4. Determine whether your choice from Question 3 would differ in slow-cycle and fast-cycle markets.
5. Use at least three (3) quality references. Note: Wikipedia and other Websites do not qualify as academic resources. Your assignment must follow these formatting requirements: Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; references must follow APA or school-specific format. Check with your professor for any additional instructions. Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required page length. The specific course learning outcomes associated with this assignment are: Identify various levels and types of strategy in a firm. Use technology and information resources to research issues in business administration. Write clearly and concisely about business administration using proper writing mechanics.