Week 4

Question 1

e-Activity

Use the Internet or the Strayer Library to research a company with which you regularly do business or are a regular customer. Focus on how that company relates to their customers. Be prepared to discuss.

**"Business-Level Strategy"** Please respond to the following:

* From the first e-Activity, assess your satisfaction with the company you researched and make recommendations about how that company could modify its business-level strategy to both increase your overall level of satisfaction and to attract new customers. Provide specific examples to support your response.
* Analyze the five business-level strategies discussed in Chapter 4 to determine which strategy the company you researched most likely applies. Determine how your experience with that company might change if it switched to one of the other four strategies (your choice). Explain your rationale.

Question 2

e-Activity

Use the Internet or the Strayer Library to research Apple’s strategy for competing against other technology companies. Be prepared to discuss.

**"Apple, Inc: Keeping the “I” in Innovation”** Please respond to the following:

* From the second e-Activity and the case study, determine how market commonality and resource similarity impact Apple’s competitive standing in terms of its main rivals. Provide specific examples to support your response.
* Determine what additional steps Apple's competitors are likely to take and how Apple will most likely respond. Explain your rationale.

Bottom of Form

Week 5

Question 1

e-Activity

Use the Internet or the Strayer Library to research a large corporation headquartered in your home state, with a focus on its current level of diversification. Be prepared to discuss.

**Diversification"** Please respond to the following:

* From the e-Activity, suggest one way the company you researched could increase its level of value-creating diversification. Provide specific examples to support your response.
* Building on the topic above, determine how diversified the company you research could become before it created a negative impact on the company’s bottom line. Explain your rationale.

 Question 2

e-Activity

Use the Internet or the Strayer Library to research the corporate-level strategies of Victory Motorcycles. Be prepared to discuss.

**"Victory Motorcycles"** Please respond to the following:

* From the e-Activity and the case study, evaluate the business-level strategy of Victory Motorcycles to determine whether you believe the strategy is appropriate to offset forces in the industry. Provide specific examples to support your response.
* Make recommendations for improving this strategy as well as describing any challenges you foresee in executing those recommendations. Provide specific examples to support your response.