**Debre-Markos University, Bure Campus Department of Management**

**COURSE : STRATEGIC MANAGEMENT**

**PROGRAM : Degree in Management**

**LECTURER : Yilkal Andualem (MBA)**

**ASSIGNMENT: STRATEGIC MANAGEMENT**

**(STRATEGY ANALYSIS)**

**PROJECT THEME**

**This project requires Commitment of the group in applying the content of this course. Imagine that you are working for your consultancy service organization.**

**General Guidelines for Carrying Out strategy analysis**

* Describe your company and its services to customers, relative size, and so forth.
* Draw up an organization chart showing the organizations strategic units & Relationships.
* The Company is a public company rendering different services to the publics. Currently, because of service competition among organizations its customer satisfaction decreasing from time to time. Currently, the company is striving to reap greater customer satisfaction it has been serving. Being astonished by the current service situation, the executive manager of the company came to yours to request your consultancy to turn around the falling customer satisfaction. What would you advise him? Please evaluate the organizational strategy to turn around the falling customer satisfaction of the Organization. Discuss clearly the environmental assessments- Identification of Opportunities, strengths, weaknesses and threats**.** Judgments about the enablers and pains and objectives of the organization.

**Presentation:** Present your strategic Management project in a neat, logical and precise report. The report should not exceed 20 A4 pages, excluding appendices, tables, figures, and diagrams. The report must be organized into sections and sub-sections with appropriate headings. Please type legibly and neatly on one side of the page only. Marks will be deducted for ‘poor’ presentation.

**Marks:** This assignment carries **twenty (20)** percent: **fifteen (15)** per cent for paper work and **five (5)** Per cent for presentation of the total marks for the course.

**Due Date:** One week before the date of Strategic Management’s final exam. (Submit directly to me in the class room and/or my office). Please submit 1 hard copy of the report.

**GENERAL INSTRUCTIONS**

1. This assignment should be done individually.
2. No two groups are allowed to have the same organization. Prior approval by the lecturer is required.

**PLAGIARISM**

Plagiarism in course assignments is a serious offence as cheating in an examination. Plagiarism is the act of taking and passing off as your own the ideas, writings, or other work of another person. It means stealing work done by somebody else (another student or the author of a book, project, or report etc.). A student who plagiarizes will be sentenced to an appropriate reduction in the marks or no marks awarded for course work.

**NOTE: SUBMISSION OF ASSIGNMENT AFTER THE DUE DATE WILL NOT BE ACCEPTED.**