**Strategic Management: Case Analysis (group)**

For 30% of the course mark (70% written for the presentation), study the case for **AVON** provided, write up and present a case solution. You may use the case solution for Walt Mart provided to assist you in your approach.

Written Guide and Marking Scheme:

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| 1 | Case Abstract | 5 marks |
| 2. | Vision Statement Analysis | 6 marks |
| 3. | Mission Statement Analysis | 8 marks |
| 4. | Competitive profile Matrix | 10 marks |
| 5. | External Factors Evaluation (EFE) Matrix | 10 marks |
| 6. | Grand Strategy Matrix | 5 marks |
| 7. | Internal Factor Evaluation (IFE) Matrix | 10 marks |
| 8. | SWOT Strategic | 10 marks |
| 9. | The Internal External (IE) Matrix | 5 marks |
| 10. | Financial Ratio Analysis (Use about 12 ratios, with at least 2 from each category) | 20 marks |
| 11. | Summary of Main Recommendations | 3 marks |
| 12. | Epilogue (Conclusion) | 3 marks |
| 13. | Grammar: spelling, punctuation, information flow in a logical and coherent manner | 3 marks |
| 14. | Table of content, appropriate headings, and format | 2 marks |

**Total 100 Marks**

**N.B.** **The project should be type in Times New Roman size 12, double space.**