BUSINESS CASE STUDY REPORT Paper details: • Choose one (1) organization, a company, that interests you. • Complete all three sections listed below using this company as the basis for analyzing the company of your choice. • Be sure to write your report in an APA style format and use citations. Section One (50 Points) Create a REPORT by analyzing and creating a strategic plan for this company. In the process you will Answer the following questions and perform the necessary actions to complete the Case Study Report. 1. What is the current status of the company: Mission; Size; # of employees etc.? (Business Descriiption) 2. Analyze the organization and its environment using a SWOT Analysis of the Organization and Environments. 3. What in the future might seriously threaten the success, perhaps the very existence, of this organization? Develop at least three future scenarios. 4. Estimate the probability (0 to 100%) of each future scenario occurring. 5. Develop a strategy for each scenario that will enable the organization to deal with it successfully. 6. Defend each strategy. Cite current research, other readings or text information that supports your strategy for each scenario. Section Two (25 Points) Using Porter’s Model of five strategic forces affecting industry competition, Answer the following Questions: 1. In which of the Three Settings does Your Company find itself? Monopoly? Oligopoly? Hyper-competition? Explain your answer. 2. Identify the 5 forces impacting the attractiveness of an industry. Analyze the impact of each of the 5 forces on Your Company. 3. Based on your analysis of Your Company, is Your Company in an Attractive or Unattractive Industry? Section Three (25 Points) Using the BCG Matrix approach for portfolio planning for your strategy formulation: 1. Identify and define the four (4) strategic types. 2. Analyzing Your Company’s business and product strategies based on the market growth rate for the industry and the market share held by Your Firm, Which Strategic Type best describes Your Company. Explain your answer. Report Format: USE APA (American Psychological Association) Style; Double- spaced, Times New Roman, 12 font size. Be certain that Each Section and Section Question and Answer is EASILY IIDENTIFIED within your Report. Use at least five (5) different resources. Cite each in the Reference Section of the Report. Proper Formatting and Citing is worth 15 points.