MKT220: Team Project – Situational Analysis Assignment Details Each team will conduct some detailed background research and write up a situational analysis for the project client. A situational analysis is a straightforward but valuable analytical tool that helps identify an organization’s strengths, weakness, opportunities and threats. Using environmental data to evaluate the position of an organization, a situational analysis helps identify the factors that enable a firm to accomplish its objectives, as well as the obstacles it must overcome or mitigate to achieve its objectives: where the organization is today, and where it may be positioned in the future. A situational analysis should, therefore, be thought of as a springboard for action. To prepare this assignment, teams should complete the following steps. Step 1: Create an Annotated Bibliography and Identify Themes (Complete Individually) Using resources available to you via the library, Internet, or other media sources, find relevant background information to help gain more knowledge about the client, its industry, stakeholder behavior, social trends, economic conditions, regulations, consumption patterns, etc. All resources should be directly relevant to the client project and its aims. Each team member must include information from the following resources in their own personal annotated bibliography (2 pages per team member): • One written post/article from a Sawyer Library Business database (e.g., ABI-Inform, Business Insights, Gfk MRI University Reporter) • One source featuring statistical information from a Sawyer Library Business database (e.g., First Research, Business Insights, IBIS World, Euromonitor) • One scholarly journal article (e.g., Journal of Marketing) • One news article/research report from a credible source using internet search (e.g., Fortune, The Economist, Wall Street Journal, Pew Research Center) • One website (e.g. competitor website, industry trends blog, etc.) • One Google Trends analysis (https://trends.google.com/trends/) Once you have identified a sufficient set of resources, create an annotated bibliography in which you cite each resource (APA style) and – in 3 to 4 sentences - summarize its content and explain how it is relevant to the client and/or its business environment (1 sentence).