CONTEMP. ISSUES STRATEGIC MANAGEMENT ASSIGNMENT. Aramex LEARNING OUTCOMES BEING ASSESSED: • Identify internal and external influences that effect businesses in the global environment. The Company is ARAMEX, Website: https://www.aramex.com/ae/en ASSIGNMENT TASKS: Firms rely on a set of frameworks to analyze their external environment that is, the industry in which they operate, and the competitive forces that surround them from the outside. Internal analysis helps companies understand why differences in firm performance exist even within the same industry. You are required to select a global company and conduct the following analysis: 1. Are any changes taking place in the macro environment that might have a positive or negative impact on the industry in which your company is based? Apply the PESTEL framework to identify which factors may be the most important in your industry. What will be the effect on your industry? 2. Apply the five forces model to your industry. What does this model tell you about the nature of competition in the industry? 3. Identify any strategic groups that might exist in the industry. How does the intensity of competition differ across the strategic groups you have identified? 4. A good place to start with an internal firm analysis is to catalogue the assets a firm has. List the firm’s tangible assets. Then make a separate list of its intangible assets. 5. Identify the core competencies that are at the heart of the firm’s competitive advantage. (Remember, a firm will have only one, or at most a few, core competencies, by definition.) 6. Perform a SWOT analysis for your firm. Remember that strengths and weaknesses (S, W) are internal to the firm, and opportunities and threats (O, T) are external. Make sure the Assignment includes the following: • Introduction (250 word) o Introduction is well presented. Structure of the response is well-organized. Structure of the response is well-organized and readable Ideas flow in a logical sequence. Concepts are cohesive and writing stands together. Sentences are fluent and well-built. Word choice reflects the content effectively. Minimal, if any, errors in grammar, punctuation, spelling, syntax or semantics are present. • PESTEL framework (800 word) • five forces model (500 word) o PESTEL Framework, Five forces model and nature of competition are outlined, exceptionally well. Structure of the response is well-organized and readable. Ideas flow in a logical sequence. Concepts are cohesive and writing stands together. Sentences are fluent and well-built. Word choice reflects the content effectively. Minimal, if any, errors in grammar, punctuation, spelling, syntax or semantics are present. • strategic groups (300 word) • firm’s tangible assets and intangible assets (300 word) • core competencies (500 word) o Strategic groups and core competencies are outlined. exceptionally well. Structure of the response is well-organized and readable. Ideas flow in a logical sequence. Concepts are cohesive and writing stands together. Sentences are fluent and well-built. Word choice reflects the content effectively. Minimal, if any, errors in grammar, punctuation, spelling syntax or semantics are present. • SWOT analysis (500 word) o SWOT analysis should be done in exceptionally well. Structure of the response is well-organized and readable. Ideas flow in a logical sequence. Concepts are cohesive and writing stands together. Sentences are fluent and well-built. Word choice reflects the content effectively. Minimal, if any, errors in grammar, punctuation, spelling syntax or semantics are present. • Conclusion (300 word) Important Points to Remember 1. The report should have cover page and references. 2. Make sure no plagiarism (0%) and should NOT have any similarities from other assignments. 3. Reference is must (APA style). 4. You can refer to the “Sample of previous report” attached which is provided from a previous year report. 5. Make sure to mention suitable Tittles and Subtitles. 6. Make sure to include Images that support the information. 7. Make sure to follow United Arab Emirates details or information that will support the report.