You will work in your groups for this project and will identify a company in an industry that is facing digital disruption. You will formulate a strategy – a digital transformation linked to overall business strategy for the company. The company can be an organization that one of your team members is associated with as a current employee, past employee, or by some other connection. You will develop a proposal that describes why and how your client organization should implement the recommended solution to address their problem/opportunity. ---------------------------- You will analyze the nature of the company’s competitive positioning in their industry and the challenges faced by the industry to which your company belongs, identify how digital technologies could enhance the companies current strategic positioning and include in your assessment predominant industry trends, value propositions, and means of doing business. You should assess how technology can improve/change your company strategic position, value proposition and/ or business model. You will apply frameworks, concepts, and tools and techniques learned in this course in formulating business and technology recommendations for the company. You should focus on how what you learned in the course help you develop new and insightful ways to consider your target companies strategy and plan of action. In designing a strategy for the digital transformation of the business, you will have to think carefully about several aspects of the company you have selected, including the current technology capabilities of the firm, the new capabilities it will need, and the barriers to the successful implementation of your strategy. Your audience for the presentation is senior management within the client firm. They will use your report to assist in their decision-making around this issue. The following rubric will be utilized to evaluate your project. Definition and Analysis of Business Problem/Opportunity (15%) Identify, define, and motivate the business problem/opportunity that you are addressing. Describe business model / operating areas that will be effected, product/services being enhanced/substituted by the selected technology solution.. Select Technology solution (15%) Identify and describe the Information Technology solution to address the business problem. Provide an overview of the main features of the underlying technology(ies), with a special emphasis on those features are relevant to the specific problem/opportunity being addressed. Recommendations (15%) Describe (precisely) how the recommended solution will address the business problem. How does it improve the existing situation / competitive positioning? Apply the technology and business framework and concepts learned in this course. Describe complementary changes/investments required to exploit the selected technology and key considerations.. Describe a high level implementation action steps . Potential Impact of Recommendations (15%) Describe the potential impacts of your recommendation (e.g., profitability, productivity, consumer value, market share). Discuss any issues or risks the company should be aware of regarding deployment of your recommendation(s). Readability/Style/Mechanics (15%) Follow the format guideline provided in this document. Structure the report in a clear and logical manner. Use identified and credible references and follow citation/reference guidelines in the paper. Use non-textual reader-friendly tools such as tables and figures as appropriate Each person on the team must present some part of the presentation Peer evaluation (25%) A peer evaluation will be administered at the end of the semester through Canvas. Each team member will submit a peer evaluation form separately. Each team member will describe the contributions of each team member in three dimensions (attendance & cooperation, academic contribution, and team player) and rate the contributions as “above team average”, “team average”, or “below team average”. Peer evaluations will count for roughly 25% of your grade for this final project. Here, I will assess each person individually.