**Business Strategies 600552 Assignment B 22/23 This is your second assignment for Business Strategies in 22/23. This is an academic essay of 1,000 words worth 40% of the marks. Assignment B: Academic Essay (1,000 words, 40%) Making and implementing business strategies has always been a challenging task. This is because it can be intuitive, analytical and creative, depending on your approach. It’s about the financial side of the business, but also about the people. It can be realistic and practical, but also innovative and distinctive too. And hence there can be many elements and aspects to the process of making strategy. No wonder if you find it a little confusing! Some elements and aspects of strategy making are ancient and have been around for hundreds of years. For example, the need to understand the business environment, to react to the competition, to provide value to the customers. Some aspects are more contemporary, like the growing power of social media and the impact of new technologies. Look back at your project for Assignment A and think about Step 6 - creating ideas for strategy. Think about how you performed that step and where your ideas came from. Think about what were the main drivers of the ideas. Were they from issues identified in the Rich Picture? Were they from your analysis tools like P5F or the Strategy Canvas? Were they from your own creativity? They probably came from a range of these. Your Essay Question: Consider the case study we examined in the tutorials - Airbnb in the UK. In your opinion, what should be the main driver of Airbnb’s business strategy going forwards? Part B of the assignment is an Academic Essay. An academic essay is a specific type of document. An academic essay is an argument, which is supported by evidence from the literature. There is no ‘right answer’ to your essay question. Please give your opinion - i.e. please give an answer to the question. Full support on writing essays will be provided in the module.**