

## Business Policy and Strategic Management

### Group Project

Your group is the management team for the company your group has chosen to create. The rest of the class will play the role of the Board of Directors (Investors). You will prepare a written 15-20 page business planning and strategy document for this company. Your business plan and strategy will be presented to the Board in a 30 minute presentation, to be delivered in the last week of the course. **I am planning on this meeting being in person at the NYC campus on April 27. Due to the size of the class, it may take longer than the three hours allotted to the class. Plan accordingly.**

Your company can be either an idea your group comes up with themselves, or you can pick an idea from the show Shark Tank. Either way, you must choose an idea for your company and **submit the idea to me by March 2.**

Your presentation must include a description of your business model. Use the Business Model Canvas to present your business design. (Note the business model is not the same thing as business strategy. Strategy is your set of choices about the game plan to win in the competition for customers. The business model is your theory about how the company you design will produce value for its customers, and be rewarded for that value-creation with revenues and profit.)

Your presentation must also include a presentation of your business strategy. Identify your generic strategy (low cost, differentiated product, or intense focus). Your strategy needs to include an analysis of SWOT, the competitive landscape (i.e., Porter's five forces of competition), and the expected reaction of competitors to your business model (i.e., is this strategy easily copied).

A business strategy must include the financial demands and resources available to execute the plan. It includes a projection of expected results for some horizon into the future. This is difficult to do even for established management teams. I would like you to do some research to discover the gross margins available to other companies in your industry. Estimate the cost to produce your value. Prices your product or service. Then project your income statements for at least one year, and preferably three years. Forecast cash flow, and the demands of the business for capital expenditures.

Even though the presentation is not due until the end of the course, you will be required to produce a draft by the middle of April. The draft paper will not be graded, but I will use it to give feedback to you to improve the final paper.

Divide the work among the group and identify which member produced each section. Half your grade will be based on the quality of work in the individual contribution and half will be based on the group paper overall. One member can be responsible for the overall design and organization of the project. That person can take a smaller individual contribution component; everyone else needs to have a significant contribution.

There will be a REALLY BIG MONEY PRIZE to the management team that presents the most compelling business strategy, as selected by the Board of Directors.

