

Analyse:

1. Identification of Industry
2. Relevant competitors
3. Potential Profitability of the Company
4. Market Share – Reasons
5. PEST affecting the industry
6. SWOT for the company
7. Current Strategy (Business, Marketing, HR, Production, Purchasing etc.)
8. Competitor Strategies
9. Structure of the company
10. Challenges faced by the company
11. Strategy Alternatives with justification