***Text: Strategic Management, David, 16th ed. (the 15th ed. can be used but it must be compared to the 16th ed. for changes)***

***Additional Recommended Material: Wall St. Journal***

***Fortune 500 Project:***

The student will select at least three Fortune 500 companies where one will be chosen as a class project. The student will do a strategic plan according the project format as presented above. Company selection is approved by the instructor. Selection must and approval must completed by May 31. The student will consult internet websites, printed materials, and other sources to obtain information to do the strategic plan and analysis for the individual project. The project will consist of five sections (see project format) and the student will need to label each section accordingly. For the critique section the student will analyze the company’s current strategic plan and offer recommendations and feedback. The student is required to submit sections by the due dates; however, the final grade will be based on the final submission of all sections. Minimum of five pages is required.

**Note**; INSTRUCTOR APPROVED**: Phillips 66**

**Instructions and parts**

1. **Fortune Mission/Vision Statements**
2. **Fortune Long-Term Goals and Objectives**

Submit the long-term objectives/goals that you have found from doing research on your Fortune business/organization. These are long-term objectives, not short-term goals, and they must be specific and well defined. Hint: Use the mission/vision statements as a guide and consult the textbook for assistance. The goals and objectives should be long term--a minimum of 3-5 years into the future. Most importantly the goals/objectives need to be measurable; that is, numbers such as sale growth, investment return to shareholders in percent, market share in percent, etc. You may have to do lots of research to find the actual goals/objectives. A good place to check is the annual report for the Fortune 500 Company.

1. **Fortune SWOT Matrix**

Provide a SWOT matrix analysis of the opportunities, threats, strengths, and weaknesses for your Fortune business in the proper format. Label, list and discuss the SWOT factors separately for each project. You do not need to provide sub-strategies for each part of the matrix. Later you will be doing an overall organizational strategy. To be acceptable it must be in the proper format with summarized factors.

1. **Fortune Strategy**

Provide me with the strategy or strategies that you have identified for your Fortune 500 project. Bold the strategy and then discuss the strategy. Have a separate section for each strategy.  Refer to chapter 5 for the different types of strategies. You must read chapter 5 before submitting this assignment

1. **Critique and Recommendations**

Please read instructions above about critique section.

**Note: Minimum of 5 Sources. Use books, peer reviewed journals and wall street journal**