MGT599 - CASE 3 OUTLINE

EXECUTIVE SUMMARY (this should summarize the key points of the paper and should be written last)

INTRODUCTION

* What is a strategy and what purpose do they serve?
* What are the four generic strategies identified by Porter – briefly describe
* How does a SWOT analysis inform a strategy (Strategic Choices)?

ANALYSIS OF STRATGIES AT PEPSICO

* Identify and discuss which of Porter’s four Generic Strategies is followed by PepsiCo
* Review the SWOT and the Strategic Choices from Case 2
* Discuss how, or not, PepsiCo’s Strategic Choices align with the Generic Strategy
* What are points of connection and points of disconnect, if any? (Critical Analysis)
* Discuss the Strategic Choices in terms of Strengths, Weaknesses and Opportunities and Threats
* How can PepsiCo leverage its strengths, shore up its weaknesses (based on the Strat Choices)?
* How can PepsiCo take advantage of Opportunities and minimize Threats (based on the Strat Choices)?
* Discuss how PepsiCo’s mission, vision, and values play a significant part in the strategic analysis – be very specific and refer to specific aspects of each of these.

CONCLUSION/SUMMARY

* Based on all of the forgoing analysis and discussion, what if anything, would you change to revise PepsiCo’s mission , vision, values, and/or goals/objectives?
* Summarize and provide your logic and rationale for your conclusion.