

## **TOPIC: GENERAL MOTORS**

PLEASE REFER TO ATTACHMENT TO COMPLETE ASSIGNMENT

Using the outline of your paper, write your case study written analysis. Remember, the paper should be 6 to 8 pages long, not including the title and works cited pages. It should be double-spaced and use APA format. The paper should include the following:

- A brief (no longer than one page) history/background of the company
- The mission statement
- A SWOT analysis
- Porter's Five Forces Model
- A description of the problem(s)
- Two or three obstacles and an analysis of them
- The business-level and corporate-level strategies being employed
- Your solution to the problem