

Unit 5 Assignment



Course outcome addressed in this Assignment:

GB580-2: Formulate strategies that benefit organizational performance by applying leadership skills.

GB580-4: Integrate ethical and social global considerations into strategic decisions.

Professional Competency Outcome:

PC-1.2: Contribute to team goals and objectives through active participation and collaboration.

Instructions:

Building on the work your team has completed for Unit 4:

1. Analyze the six paths to creating blue oceans (pages 49-80) as they pertain to your company/product or service (2–4 pages). Develop at least two new strategies based on the six path analysis.
2. Determine what can be done (or has been done) to appeal to customer tiers outside your target market (from Unit 4's work). Develop at least one new strategy to appeal to one or more of these groups.
3. Develop a new strategy canvas incorporating the FIVE new strategies your team suggests. Three strategies will be from week 5's work, and two were suggested in your week 4 work (from your Buyer Utility Map analysis).
4. Create a plan incorporating findings from 1 and 2 above (1–2 pages).
5. Draw a new strategy canvas that shows the implementation of your new strategy. You will use information from Unit 4 (items 2, 3, and 4) as well as this unit (items 1, 2, and 3).

Deliverables:

This paper will be 4–7 pages and will include:

1. An analysis of the six paths to creating Blue Ocean Strategies
2. A plan to address customers outside your target market

Draw a new strategy canvas after your new strategy is (or has) been implemented

Requirements:

Please include a title page, abstract, table of contents, and a references page in addition to the actual content pages required. Be sure your paper is well written, and free of grammatical errors.

Please have your team leader for the unit submit the team's Assignment to his/her Unit 5: Assignment Dropbox. Only one person per team needs to submit. Additionally, have the team leader submit the team's paper in its entirety to the Unit 6 Discussion Board as an attachment complete with the team name and its members.

Unit 5 Assignment = 100 Points

Criteria	Earned	Possible
Analyze six paths for your product/service. Develop at least two new strategies.		40
Plan to address non customers/ develop at least one new strategy		30
New strategy canvas/explanation		30
Conclusion		5
Writing		25
Total		130