**Internal Environment Analysis – 75 Total Points**

**Assignment Overview:**

Please provide a 2-5 page written report (without Tables or Graphs) for the internal environmental analysis. As explained in Chapter 3 in the text, even the best competitive advantages of a company have a limited life. Therefore, it’s important to understand the driving factors of competitive advantage. The internal analysis does this, as it identifies the factors within a company that is most likely to influence the firm’s actions and future performance. Below, you will find description of the structure of the report and a template to help guide you through this portion of the group project. It is broken down into paragraphs and identifies the internal analyses that need to be completed for a full report of the internal environment.

**Other Information:**

This is a team assignment. Feel free to divide the work between team members as you see fit, but a designated person or a small group should be responsible for a final read through that checks for consistency and grammar.

**Assessment Rubric:**

The grades will be assessed using 4 factors: 1) how well the analyses are conducted, 2) the detail of information, 3) whether or not data is used and cited, and 4) the overall presentation (writing, tables, and graphs). Each is weighted at 25%.

**Submission:**

Please list **every member** in the group the submission. **One person** in your group should submit your assignment via CANVAS before the due date/time. You must cite sources of information in APA format (include a reference page at the end of your submission). All submissions will be submitted using Turnitin. Plagiarism will result in a 0% on the assignment for all members of the group.

**Template for the Internal Environment Analysis**

**Section 1 – Overview (1-2 paragraphs)**

Please provide a brief overview of the firm. In the overview, please state the vision and mission statement of the company and elaborate if you believe these statements fit with the company’s competitive advantage. Please also describe the financial status of the firm (i.e., identify revenue streams from different product/services, describe the trends of these revenue streams recently). Lastly, please include information what you believe is the most important resources for the firm (i.e. top executives, technology..etc) and if this has recently changed (i.e., new executives entering and/or leaving the company). This section should be about 1-2 paragraphs.

**Section 2 – Resource Based View (RBV) Analysis (3-4 paragraphs)**

In this section, please conduct a resource-based view (RBV) analysis as seen in Chapter 3. The RBV Analysis is a firm-level analysis that identifies the resources, capabilities, and core competencies of a firm. This analysis has 3 parts and should have 3 associated paragraphs, including:

1. Paragraph 1 - Identifying and describing the tangible and intangible resources that are most important to the firm
2. Paragraph 2 - Identifying and describing the capabilities (bundle of resources) that are most important to the firm,
3. Paragraph 3 - Identifying and describing the firm’s core competencies (i.e., what capabilities lead to a sustainable competitive advantage).

Please refer back to Chapter 3 and lecture for details of this analysis. Please include any graphs and tables that help visually aid present the information. Please write this as concisely as possible while still presenting the information effectively.

**Section 3 – Value Chain Analysis (3-4 paragraphs)**

In this section, please conduct a value chain analysis. This analysis allows firms to understand parts of its operation that create value and those that do not. The value chain analysis is broken down into 9 parts (see lecture and PowerPoint slides). To conduct this analysis, please write a few sentences for each part of the value chain analysis (i.e., Inbound Logistics, Outbound Logistics...etc) discussing whether or not this part of the company’s operation is creating value for the firm. Please include any graphs and tables that help visually aid the information. Please write this as concisely as possible while still presenting the information effectively.

**Section 4 - Future Outlook & Conclusion (2-3 paragraphs)**

In this section, use your external analysis above and provide a future outlook for the company given the recent issues associated with COVID-19. Please provide a few short paragraphs in this section, including:

1. Paragraph 1 – Discuss which of the company’s core competencies (choose 1) been affected by COVID-19 the most and explain why
2. Paragraph 2 – Discuss which of the 9 segments of the value chain analysis (choose 1) has been impacted by COVID-19 the most and explain why

This section should be no more than 2-3 paragraphs.

**Section 5 – Additional Information**

In this section, please list your references cited in the text. Please also include any graphs and tables that help visually aid the analyses.