**Mondelez Individual Case Assignment**

**Strategic Management 4850**

You have been asked by the Mondelēz International’s board of directors to evaluate the attractiveness of the company’s current business lineup and its proposed spinoff of the North American grocery business. Please prepare a 3-page report in executive summary format that describes your assessment of its business lineup in 2017 and discusses strategic moves to improve the company’s financial performance. Your recommendations should include an investment priority, moves to exploit strategic fit opportunities, and suggestions for further strengthening of Mondelēz International’s business lineup and brand portfolio. You should also attach exhibits describing the attractiveness and strength of the company’s businesses (a 9-cell industry attractiveness/ competitive strength matrix), examining the strategic fit opportunities between various products and brands, and reviewing the company’s recent financial performance.

This report should be no more than 3 single spaced or 6 double spaced pages (attach exhibits as appendices), use Calibri size 11 font and include all necessary sources to ensure you provide support for your assumptions and recommendations. It should be a professional document that includes a title page clearly identifying your name and should have all required sections identified. It should be attached to Blackboard by 6pm on the day it is due and will be run through plagiarism software.