

### STRATEGIC ISSUE ANALYSIS GUIDELINES

The Strategic Issue Analysis consists of four components: Executive Summary, Industry or Sector Specific Industry Analysis; Strategic Issue Analysis; and, Executive Recommendations. This is strictly a guideline. Use your own discretion in selecting data points, and relevant factors for analysis.

- I. Industry Analysis
  - A. Perform a complete industry analysis using the Guide to Industry Analysis
  - B. Conclude with an analysis of how the industry is *positioned* for long term profit potential and growth.**
  
- II. Strategic Issues
  - A) Identify and briefly discuss a set of strategic issues facing the industry (or relevant sector), i.e. their impact on long term profit potential, industry attractiveness, profitability, and positioning.
  
  - B) Select the **one or two** strategic issues which are **critical** to industry viability, i.e. long term survival and growth. (HINT: If the issue is not addressed, what will be the outcome for the industry, and related value chain industries? If you conclude that the outcomes threaten the ability of the industry to survive, or continue to grow – you have identified the strategic issues for your analysis)  
  
Analyze the significance of the issue in depth. What is the effect on (select relevant factors): future resource acquisition and allocation, industry structure, mobility barriers, key success factors, economic characteristics, innovation, adaptation of technology, human resource management, operations, market penetration, product development, and competitive strategies.
  
  - C) Discuss what the industry is doing now to address the strategic issue(s). Include any stakeholder, competitor, or strategic group which is taking the lead, the response being allocated, and the strategies being adopted to ward off long term threats or seize long term opportunities.

III. Executive Recommendations

- A) Present a set of interventions to address the strategic issue(s). What will be the impact of the interventions on long term profit potential and increased industry attractiveness?
- B) What will be required to implement your recommendations (structural shifts, resources, technologies, managerial practices, human resource strategies, financing strategies, information strategies, production strategies, legal strategies, etc.)
- C) Which stakeholders will inhibit and promote your interventions?

IV. Executive Summary - A two-page single spaced abstract placed at the beginning of the paper, but done after the paper is complete.

Page i

Single spaced abstract presenting the key points of your industry analysis and the industry's strategic issues

Page ii

A simple listing (without description) of the recommendations (interventions) in proposed in the document, bulleted and single-spaced. Double space between recommendations.