

Memo 5

To: Assistant Director, Strategy

From: Director, Strategy

Re: Strategic Analysis

As we discussed last week during lunch, I am performing a strategic analysis of our business lines. To assist in this process, please provide a detailed competitive analysis of our five major business lines. I'm particularly interested in answers to the following:

- Which of our lines provide the best opportunity to grow the profitability of the company?
- Which business lines are most susceptible to competitive pressure, or are unlikely to be able to sustain current growth and profitability? What other risks to profitability and/or growth are present for each of the business lines?
- What strategic moves would you recommend to position the company for long-term growth?

As always, please justify your recommendations. Thanks!