

# Write Enterprise Trial Essay

## **STRATEGIC MANAGEMENT TRIAL ESSAY**

Prepare a 1,000-word analysis on a FTSE 100 company of your choice. The FTSE100 Company must be in the Top 20 ranking, and your choice should be based on their market capitalization as at your time of research, and not on profitability or revenue. Your trial essay question is as follows:

- 1. Conduct a strategic analysis on the organization, using a blend of strategic management frameworks, and recommend, based on your analysis, the strategies the organization should focus on in order to drive future growth.***

The manner in which you structure your analysis is totally dependent on you, and it should not exceed 1,000 words (excluding abstract, references, bibliography, appendix, and table of contents).

As a guide,

- Your introduction and abstract must identify the company's ranking on the FTSE 100
- You should make use of relevant frameworks, that relate directly to strategic management, in conducting your analysis.
- Due to the word count, you are NOT expected to structure the report based on the frameworks, but rather to use the frameworks to facilitate your analysis, conclusion and recommendations.
- Your work must be fully referenced in the Harvard referencing style
- Your work must include an abstract, introduction, body and conclusion. Extra calculations or information that are somewhat relevant to the analysis, but not directly related, should be included in the appendix.
- You must refer to recently published academic journals, newspaper articles, financial statements, books and market reports (Intel, KeyNote e.t.c) when conducting your research
- Your analysis should be written up to at least a 65% academic standard.

The trial essay would be assessing the following,

- Your research skills
- Your written English skills
- Your ability to conduct analysis on non readily available data, and write concise but high quality reports and analysis
- Your knowledge of analytical frameworks in strategic management.
- Your ability to write structured and accurate reports and analysis, especially when detailed assessment guidelines are not provided.

Good Luck.