**BM4407 Strategic Management**

**Reflective Writing 30%**

**Submission date: Week 14**

*Guidelines in completing the assignment:*

1. Students need to identify one company (preferably multinational company).
2. Observe or try to gather details information associated with the company that you choose based on the following topics:

* Company background (vision, mission, objectives of the company).
* Nature of doing business (what kinds of products or services offered by the company?).
* Current strategies used by the company (forward integration/backward integration/diversification/divestiture or etc.).
* Challenges in doing business by using the current strategies.
* Are there any new strategies will be pursued by the company?
* How the company manage the strategic change?
* Propose recommendations to enhance company strategy.

1. Students need to prepare a report based on the above-mentioned topics.
2. Your report should not exceed than 4000 words.
3. Report must be typed in 12-sized Times New Roman with 1.5 spacing.
4. Please do proper in-text citation and references as according to Havard styles/APA styles.
5. Extension of assignment submission can only be granted where medical or other circumstances justify mitigation.