companies and also compare them with the industry to assess which company is preferable for the investment for protentional shareholders. You will need to undertake your own research into the organisation itself, the sector in which it operates, and key factors associated with its business environment. You may need to seek out market research data, public data sources, financial accounts, policy documents or other information types to get a rounded view of the problems. You will then use tools of strategic analysis to depict what is happening at the organisation, and, comparing that with the business environment, provide recommendations on future strategy. This Management Report will be a maximum 3,500 words (excluding references), written to the organisation’s board of directors giving your view of the priority of these options and noting any interdependencies between them. You may assume your audience are business literate professionals, i.e. familiar with principles of accounting, human resource management, marketing and basic economics. But you will need to justify your selection of analytic techniques and ground that discussion with reference to strategic management and marketing literature (full referencing required, in Harvard format). You will be assessed on the quality of presentation as well as the depth of analysis and use of theory. The word count, at 3,500 words, means you will need to be succinct and precise in what you report to enable the board to review the priorities you recommend. In the main body of your report should include the following components: a) Title, name of company, Table of contents – Word Count b) Abstract or executive summary (brief summary of your work) c) “Industry, Challenges and Opportunities”, since it should provide a context for the presentation of the two company cases and analysis which relates to the market and industry.