Team Assignment Unit 5

Course outcome addressed in this Assignment:

GB580-2: Formulate strategies that benefit organizational performance by applying leadership skills.

GB580-4: Integrate ethical and social global considerations into strategic decisions.

Instructions:

Building on the work your team has completed for week 4:

1. Analyze the six paths to creating blue oceans (pages 49-80) as they pertain to your company/product or service (2-4 pages).
2. Determine what can be done (or has been done) to appeal to customer tiers outside your target market (from week 4’s work).
3. Create a plan incorporating findings from 1 and 2 above (1-2 pages).
4. Draw a new strategy canvas that shows the implementation of your new strategy. You will use information from week 4 (items 2, 3, 4) as well as this week (items 1, 2, 3).

Deliverables:

This paper will be 4-7 pages and will include:

1. An analysis of the six paths to creating Blue Ocean Strategies
2. A plan to address customers outside your target market

Draw a new strategy canvas after your new strategy is (or has) been implemented

Requirements:

Please include a title page, abstract, table of contents, and a references page in addition to the actual content pages required. Be sure your paper is well written, and free of grammatical errors. Please have your team leader for the week submit the team’s Assignment to his/her Unit 5: Team Assignment Dropbox. Only one person per team needs to submit. Additionally, have the team leader submit the team’s paper in its entirety to the Unit 6 Discussion Board as an attachment complete with the team name and its members.
Unit 5 Assignment = 100 Points

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<tr>
<th>Requirements</th>
<th>Percentage of total points</th>
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<tbody>
<tr>
<td>Summary</td>
<td>50</td>
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<tr>
<td>Analysis.</td>
<td>30</td>
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<tr>
<td>Writing</td>
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