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**College of Administrative and Financial Sciences**

**Department of Business Administration**

Assignment for **MGT401**

**Strategic Management**

1st Semester-2020-2021

**Assignment 2**

**Deadline: 14/11/2020 @ 23:59**

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| --- | --- |
| Course Name: **Strategic Management** | Student’s Name: |
| Course Code: **MGT 401** | Student’s ID Number: |
| Semester: **I** | CRN: 10083 |
| Academic Year: **1441/1442 H** | |

**For Instructor’s Use only**

|  |  |
| --- | --- |
| Instructor’s Name: Dr. Alam Ahmad | |
| Students’ Grade: /5 | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Assignment No: 2: *Case study***

* **Submission Date by students: End of Week- 11th**
* **Weight:** **5 Marks**
* **Place of Submission:** Students Grade Centre
* **Learning Outcomes**:

1. **Identify appropriate strategies for different situations (Lo 3.1).**
2. **Understand issues related to strategic competitive advantage in diversified organizations (Lo 2.2)**
3. **Understand the contribution of various functional areas e.g. production, marketing, purchasing and supply management to the overall well-being of the organization (Lo 1.2.)**

**Read carefully the Mini case N. 33 from your textbook (**entitled:*Whole Foods Market (2010): How to grow in an increasingly competitive market*?) **and answer the following questions:**

1. Explain the contribution of the different functional areas to the overall well-being of Whole foods. (*1Mark)*
2. Describe the growth strategy used by Whole Foods. Is it successful? Justify. (*1.5Mark)*
3. Explain the issues related to strategic competitive advantage of the company. (*1.5Mark)*
4. Suggest some alternatives (at least 3) to Whole Foods in order to reinforce its competitive advantage. (*1Mark)*

**Note:**

* *Copy/paste the phrases from the text is not acceptable. You MUST use your own expressions.*
* *Using the terminology developed in the course of* ***Strategic Management*** *will be highly valued.*

**Good Luck**

Answers

**Question 1.** ………………..