



Principles of Management (1216)

Group Report #2 | Strategy & Risk Management

Spring 2025

When completing this Report, your group should refer to the company you chose for Group Report #1.

Then, please answer the questions below in a maximum of 10 pages. The cover page does not count for the total number of pages. The student numbers and group number should be on the first page. You are required to present all the references used to answer each question.

The formatting rules are:

- Font: Times New Roman
- Size of the font: 12
- Spacing: Double-spaced

Please remember that 5/20 values for this report will be awarded based on your successful Q&A of the report on the practical class of May 9th.

Your submissions are due on May 2nd and must be done through the Moodle submission module available under Week 10.

1. Risk Management: Create a risk matrix for your company, classifying risks according to their significance, likelihood, and category. Please name at least six different risks and name at least one mitigation strategy for the three you find more relevant. (4 points)
2. SWOT Analysis: Develop a SWOT analysis for your company, naming at least four aspects in each dimension. (4 points)
3. Competitive Advantage: Considering your company's strategy, state which kind of competitive advantage strategy it employs, supporting your answer with examples or data. (4 points)
4. Scale & Scope Economies: Give at least two examples of how your company explores scale and scope economies and one additional strategy it could use to exploit these advantages. (3 points)