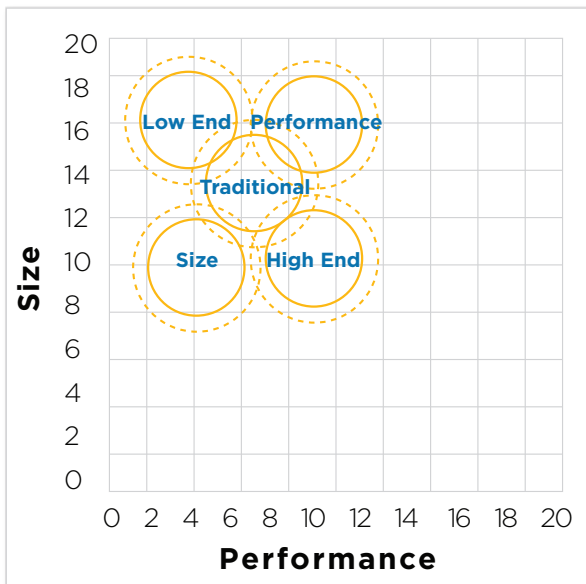


Strategic Management with Capstone

Bundle Rothaermel's Strategic Management 4e etext + Capstone for \$129.99, go to <https://go.capsim.com/bundle-4e/> to learn more and schedule a demo.

1. Analyze

Students start by analyzing the industry, conducting competitive analysis and building the core competencies of their business.

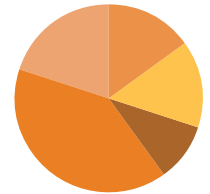


Simulation Report

Segment Drift and Growth

Market Share

Segment	Pfmm	Size	Growth Rates
Traditional	+0.7	-0.7	9.2%
Low End	+0.5	-0.5	11.7%
High End	+0.9	-0.9	16.2%
Performance	+1.0	-0.7	19.8%
Size	+0.7	-1.0	18.3%



2. Formulate

Next, students must choose a business strategy to execute that aligns with their vision:

- Cost Leadership
- Differentiator
- Value Innovation

3. Implement

Finally, students work together in teams to make cross-functional business decisions that support their strategy.

