

Strategic Performance Management Presentations

Please look (according to your group number at one of the four following publicly listed companies:

- 1) Nvidia (3)
- 2) Microsoft (1)
- 3) Apple (5)
- 4) Alphabet (2)
- 5) Meta (4)



Please elaborate on the Business Model(s) of the respective company, including

- Markets and market share
- Value Proposition
- Value Chain
- Competition
- Competitive Advantage

Develop a Financial (and other industry KPIs) Comparison with two competitors

Minimum 5 years of Sales and EBIT history and CAGRs thereof.

SWOT -Analysis

- Discuss the SWOT of the respective company.

Recommendation

- Come up with several recommendations to enhance the situation of the respective company.

Please build a PPT that should be presented within 15 to 20 minutes (5 minutes per person).
Send me the slides to avo.schoenbohm@hwr-berlin.de by October 4th, 11:59 a.m., 2023.