To: CEMP Strategy Game Participants

From: Charles H. Matthews, Ph.D.

Subject: Company Presentations 19 November 2015

Competition in the Athletic Footwear Industry:
The Art and Science of Strategic Planning

Year 18 marks a significant milestone for your Athletic Footwear Company. Recognizing that company does not end in Year 18, each Team will present a 8 minute report on your company's performance in the athletic footwear industry and future projections. You may organize your time any way you wish, with one or all of your team making the presentation. Charts, graphs, PowerPoint are okay to use, but not required. Content, quality, and effectiveness of the presentation are considered by the panel which will ask questions and provide feedback. Please let Katie Emery (kemery3@nd.edu – copy Chris Cushman ccushman@nd.edu) know if there are any specific audio-visual needs (e.g., sound) your team will have for the presentation.

The preparation of the report will provide an opportunity for reflection and learning. Your presentations will provide an opportunity for everyone to learn even more through the comparison of goals, strategies, operating decisions, and performance results.

In order to permit such comparisons, each team's presentation should address the following at some level:

1. Your company’s strategy, goals and objectives.
2. Adjustments to your strategy and tactics, reasons for the change(s), how well you met your goals and objectives.
3. Specific financial results*
4. Discussion of your current industry position, future expectation and projections
5. Lessons learned.

*Specific financial data may include: sales, profits, EPS/stock price, market share, manufacturing cost, profit per pair, financial condition (ratios), and explanation of long term financing and expansion decisions.