

## Research Bibliography Award

### Application for Consideration

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**Course Name & Number:** MGMT 381 Strategic Management

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Signatures: Meghan Deichert, Emily Klehr, Meghan Ellenbecker, Leslie Pesarchick, Kelly Ziegler Date: April 21, 2006

For our strategic management class, our group had to write a paper about a specific industry and analyze its competitiveness. Our group selected the soft-drink industry. To write our paper, we researched general industry information, including market size, financial analysis, overall competitiveness, and the geographic scope of competitive rivalry. Next, we used management theories we had learned over the past four years, as well as strategic theories we learned earlier in the semester to analyze the competitiveness of the soft-drink industry. Most of our sources came from the Hoovers website and the company websites. For the financial analysis, we used the Annual Reports for all the corporations. Hoovers provides very detailed company information, as well as up-to-date industry information and analyses. Our group tried to use the most up-to-date information available, as industry performance can change from year to year. The most rewarding part of the project was using the theories we had previously learned and applying them to real world situations.