

<b>Organization:</b>		
<b>1. Based on the case study and your assumptions, propose a strategic focus for the company:</b> <ul style="list-style-type: none"><li>• customer/market relevance</li><li>• operational excellence</li><li>• transformation / evolution</li><li>• social responsibility and sustainability</li></ul>		<b>4. Feedback notes (optional)</b>
<b>2. For the selected strategic focus, propose five improvement recommendations to implement</b>	<b>3. Identify the relevant guiding principles that should be followed</b>	


Table 3.1 Assignment 2 group form