

5. Speculate on the way in which both the corporate-level strategy and the implementation strategy you recommended in Question 2 and Question 4 would support ethical business behaviors. Analyze the significant manner in which ethics, corporate social responsibility, and environmental sustainability impact the implementation of the strategies that you have recommended.

6. Use at least three (3) quality academic resources in this assignment. Note: Wikipedia and similar type Websites do not qualify as academic resources.

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## BUS 599 Week 6 Assignment 2

Assignment 2: Executing Strategies in a Global Environment: Examining the Case of Federal Express

Due Week 6 and worth 250 points

Review Case 7 "The Evolution of the Small Package Express Delivery Industry, 1973 – 2010", located in the textbook to complete this assignment.

Write a five to seven (5-7) page paper in which you:

1. Analyze Federal Express's value creation frontier, and determine which of the four building blocks of competitive advantage the company needs in order to continue to maintain above-average profitability. Provide a rationale to support the response.
2. Determine the main aspect of product differentiation and capacity control that Federal Express could use in order to maintain an edge over its rivals. Justify the response.
3. Assess the efficiency of Federal Express's current business model, and recommend one (1) new business-level strategy that gives the company a competitive advantage over its rivals. Provide a rationale for the recommendation.
4. Examine the manner in which overall global competition may impact the new business strategy that you recommended in Question 3. Next, suggest one (1) significant way that Federal Express may confront its global competition.
5. Use at least three (3) quality academic resources in this assignment. Note: Wikipedia and similar type Websites do not qualify as academic resources.

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## BUS 599 Week 3 Assignment

Due in Week 3 and worth 300 points

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**Walter Crosby Eells, Jesse Parker  
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