

## Homework

### Part 8: Business Case Study

**Vision Statement:** A *Vision Statement* defines the long-term destiny of the company. Based on what you know about the point of view of Adam, Samantha and the facts of the case, write in the space below a Vision Statement for Madison Longboard.

**Mission Statement:** A *Mission Statement* describes the company’s goals and target customers. Again, based on what you know about the point of view of Adam, Samantha and the facts of the case, write in the space below a Mission Statement for Madison Longboard.

**SWOT Analysis:** A *SWOT analysis* is a process for developing a strategic plan based on a company’s strengths, weaknesses, opportunities and threats. Based on what you know of the case, fill in each quadrant for the Madison Longboard business. Put at least two items in each quadrant.

<b>Strengths</b>	<b>Opportunities</b>
<b>Weaknesses</b>	<b>Threats</b>

**Risk and Uncertainty:** A *business risk* is a situation where the variables are known but the outcome is unsure. A *business uncertainty* is a situation where both the variables and outcomes are unknown. Based on what you know of the case, identify at least two business risks and two business uncertainties faced by Adam and Sam managing the Madison Longboard business.

<b>Business Risk</b>	<b>Business Uncertainty</b>
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