FEBRUARY 23, 2009

BUS 870

AGENDA
- ADMIN
- QUESTIONS
- CASE
  A
  B
CORPORATE

BUSINESS - COST

FUNCTIONAL

DYNAMIC STATE OF THE ENV.

INDUSTRY POSITION

OFFENSIVE & DEFENSIVE
linear \ (WB) \ intuitive

- C05: 70
- Pop: 5-10
- CED: 5-10

Feb 23-5:10 am
PUC

\downarrow \text{BUILD}

\text{UTILITIES}

\text{FREE Mkt Comp.}

S.

\text{Borrow}\$

O.

\text{Build Pp.}\$

10\times 10^9

\text{L.}
MACRO-ENV.
ECONOMY (fiscal) T
L, R, P
DEMOCRATICS
SOCIAL FACTORS - ENTITLEMENT - T
- CLEAN ENERGY T
- RENEWABLE T
TECHNOLOGY - BLACKOUTS T
- HEAT RATE LIMITS T
- REACHED E.O.S. T
- TIGHTLY INTERCONNECTED SYSTEMS
MACRO-ENV. (L.R.P)

DEREGULATION - T
EPACT 1992 - EW4 - O
NEA - IPP'S - T
SOCIAL MANDATES - T
NRC - T
DPUC-RoR - T
CUSTOMERS BECOMING MORE POLITICAL T
1. Industry's Dominant Econ. Features
2. 5 Forces
3. Industry Structure & Comp. Env.
4. DP Fuel - Total
6. KSF $\frac{\text{#}}{\text{kWh}}$
7. Strategic Issues

Feb 23-6:03 am
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<tr>
<th>CRITERIA</th>
<th>MOST LIKELY</th>
<th>BEST</th>
<th>WORST</th>
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CH 4

1. How well is the current strategy working?
2. Are the resources competitive?
3. Using the V.C. to reduce costs.
4. Financials - Strengths
5. Mgmt. Values - Weaknesses
6. Org. Culture
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