**Strategy activity**

**Task 1**

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| Questions | Planned | Emergent |
| Define the term. |  |  |
| State as many reasons as you can think for businesses experiencing strategic drift. |  |
| What is the divorce of ownership and control and how might it result in conflict between managers and owners? |  |

**Task 2 Business mistakes**

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| Example companies | What was their mistake? | Why did it happen? | What was the impact? |
| Coca-Cola changing their recipe for Coke and launched New Coke  |  |  |  |
| Coca-Cola launching Dasani bottled water in the UK |  |  |  |
| Tesco failed attempt to establish in America with Fresh and Easy |  |  |  |
| Kodak inventing digital camera technology then not utilising it quickly enough, remaining focussed on film camera technology |  |  |  |
| Cadbury’s Sports Kit for Schools campaign (Get Active) |  |  |  |
| RBS purchasing ABN Amro |  |  |  |
| BP and Deepwater Horizon |  |  |  |