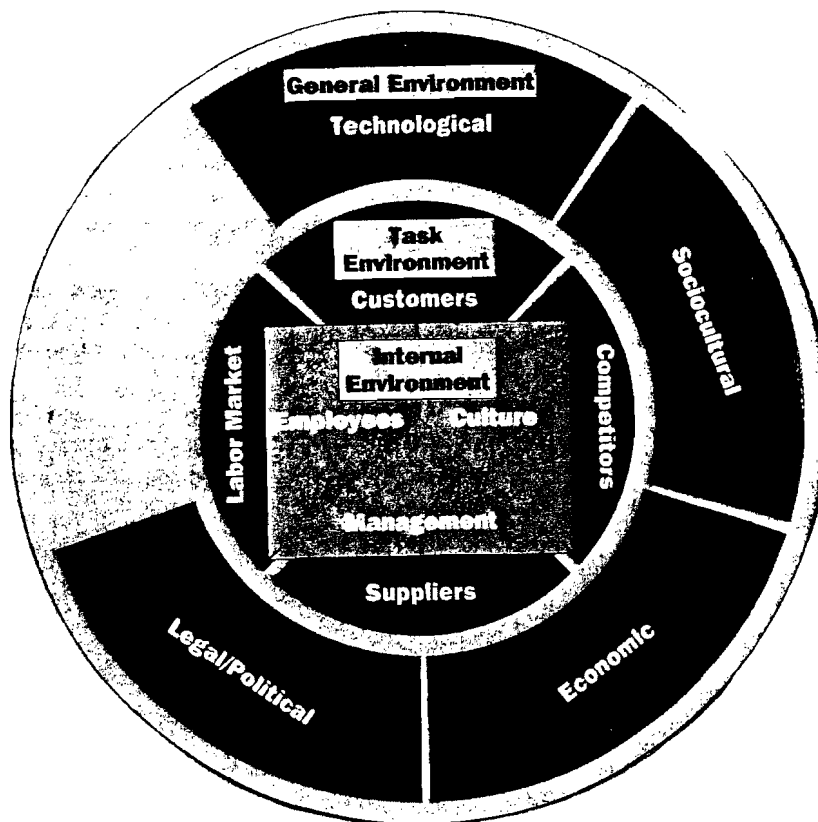


ASSIGNMENT

Your assignment is to research the company that you have selected and determine its current state. Specifically, you should identify the top three issues (problems and/or opportunities) facing the company today. Your analysis should also include impact(s), cause(s), and recommendation(s) to correct the cause(s) for each issue that you identify. It will be helpful for you to use the model on page 50 of your textbook (Exhibit 2.1) as a basis for your analysis as some key issues may result from the internal, task, and/or general environments. More information about how to conduct a SWOT analysis can be found on pages 175-177 of your textbook (Exhibits 5.10, 5.11). You should provide adequate and sound reasoning to support your positions.

The paper you turn in should have a/an cover page, introduction, report, reference page, and appendix with your SWOT analysis and any graphs/charts.



Company Profiles:

Internal Environment research is focused on the 'Company' and its employees, culture, and functional areas such as sales, marketing, human resources, etc.

Focus on obtaining an example of SWOT analysis from the Business Source Premier database (also obtain SWOT analyses from your competitors), to use as a starting point for your company analysis. This report provides a 'snapshot in time' of the company's performance. The results of your SWOT analysis should include a minimum of five areas for each component (strengths, weaknesses, opportunities, and threats) of the analysis. The SWOT will need to be updated after the scanning the environment and locating relevant articles regarding specific issues/functional areas of the company.

Company research is best accomplished by using the company's ticker symbol. Ticker symbols can be located in most company profiles or on the Yahoo! Finance site at <http://finance.yahoo.com/lookup>

Industry Profiles:

Task Environment & General Environment research is focused on the industry and its customers, labor market, suppliers, competitors or anything happening in the world that could impact the company such as technology, economic, legal/political, socio-cultural, and international issues.

Focus on obtaining an Industry Survey from the S&P netAdvantage database, the company's latest 10-K (Item 1A. Risk Factors) and recent articles about the industry.

Industry research is best accomplished by using the NAICs code for the primary industry the company is a part of. A company's primary NAICs code can be located through the Lexis-Nexis Academic or Mergent Online databases at <http://www.southalabama.edu/univlib/database/business.html>

EXHIBIT 5.10
The Strategic Management Process

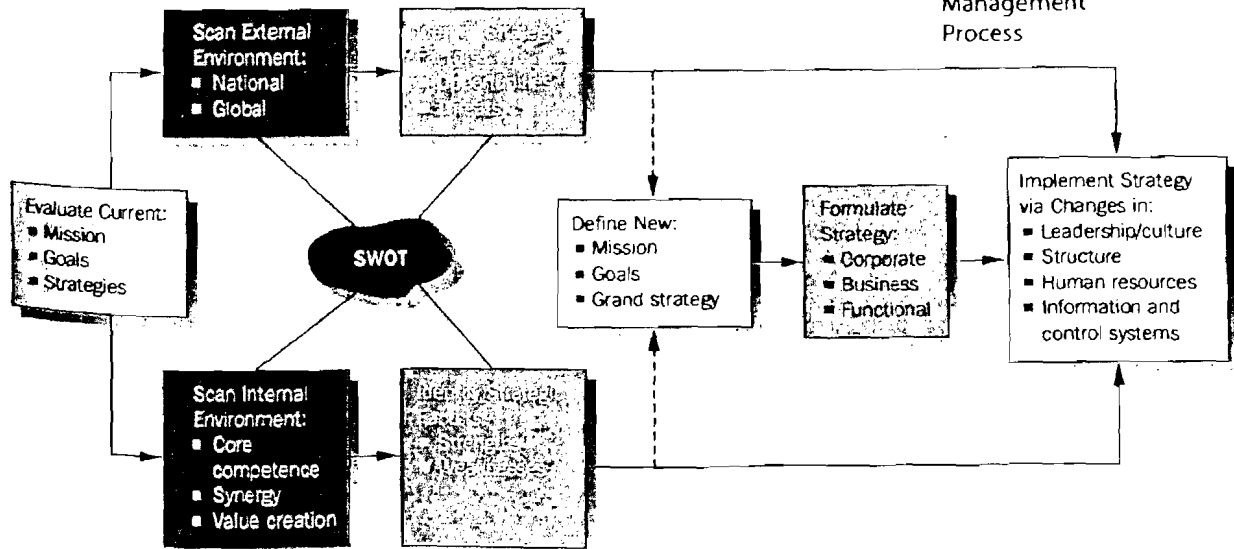


EXHIBIT 5.11
Checklist for Analyzing Organizational Strengths and Weaknesses

Management and Organization	Marketing	Human Resources
Management quality	Distribution channels	Employee experience, education
Staff quality	Market share	Union status
Degree of centralization	Advertising efficiency	Turnover, absenteeism
Organization charts	Customer satisfaction	Work satisfaction
Planning, information, control systems	Product quality	Grievances
	Service reputation	
	Sales force turnover	
Finance	Production	Research and Development
Profit margin	Plant location	Basic applied research
Debt-equity ratio	Machinery obsolescence	Laboratory capabilities
Inventory ratio	Purchasing system	Research programs
Return on investment	Quality control	New-product innovations
Credit rating	Productivity/efficiency	Technology innovations