**Checkmark #4 Company Strategic Analysis**

In today’s turbulent environments, it is no longer safe to assume that an organization that was highly successful yesterday will continue to be so tomorrow – or that it will even be in existence.

Changing times exact the best from strategic planners.

Choose a company (some example listed below).

Think about the situations currently facing your company. Think, too, about the futures they may face.

1. Complete a SWOT analysis. You should have a minimum of 2 items per category.
2. What in the future might seriously threaten the success, perhaps the very existence, of this organization? (You should have 2 such future scenarios.)
3. How do Porter’s Five Forces apply to each scenario? (They may not all apply, just talk about the ones that do.)
4. Estimate the probability (0 to 100 percent) of each future scenario occurring.
5. What strategy for each scenario would enable the organization to successfully deal with it?
6. Create a BCG Matrix for the products of your company.

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| **Suggestion** | **Company** |
| 1 | Costco |
| 2 | Apple |
| 3 | Google |
| 4 | Tim Horton’s |
| 5 | Tesla |
| 6 | EB Games |