**Group Activity: Strategic Scenarios**

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.

Think about the situations currently facing your assigned well-known organizations. Think, too, about the futures they may face.

1. Complete a SWOT analysis. You should have a minimum of three items per category.
2. What in the future might seriously threaten the success, perhaps the very existence, of this organization? (You should have three 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.
* You will share your answers with the class

|  |  |
| --- | --- |
| **Group #** | **Company** |
| 1 | Costco |
| 2 | Apple |
| 3 | Google |
| 4 | Tim Horton’s |
| 5 | Air Canada |
| 6 | EB Games |

\*\*Points will be awarded to groups. Based on best results ranking by Ms Brincat. Points 10,8,6,4,2,0