

COMPANY: \_\_\_\_\_

## MISSION, GOALS & STAKEHOLDERS

Mission

Goals and Objectives

Stakeholders

## EXTERNAL ANALYSIS

General Environment

Industry Environment

Competitor Analysis

# Analysis of interaction of External Forces

## INTERNAL ANALYSIS

Resources

Tangible

Intangible

Capabilities

Core Competencies

Performance

## STRATEGY

Business Level Strategy

Corporate Level Strategy

International Strategy

Cooperative Strategies

SYNTHESIS

Strengths

Weaknesses

Opportunities

Threats

## SWOT Matrix

	Strengths	Weaknesses
Opp.s		
Threats		

SWOT fit with strategy

ALTERNATIVES

CRITERIA FOR EVALUATION

EVALUATION

# Matrix of Criteria to Alternatives

## RECOMMENDATIONS

Short term

Long Term

## IMPLEMENTATION

Action Plan Described

Rationale for Action Plan

New Structure and Control Systems Needed

Criteria to Evaluate Success of Implementation