

# [Environment threat and opportunity profile](https://assignbuster.com/environment-threat-and-opportunity-profile/)

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ENVIRONMENTTHREAT AND OPPORTUNITY PROFILE (ETOP) : ENVIRONMENT THREAT AND OPPORTUNITY PROFILE (ETOP) A VIEW FROM:-Anish CONTENT : CONTENT Definition of environment Overview of environment scanning Techniques of environment scanning DEFINITION : DEFINITION Environment means the surroundings, external objects, influences or circumstances under which someone or some thing exits. ENVIRONMENTAL SCANNING : ENVIRONMENTAL SCANNING Environmental scanning is a process of gathering, analyzing, and dispensing information for tactical or strategic purposes.

TECHNIQUES OF ENVIRONMENT SCANNING : TECHNIQUES OF ENVIRONMENT SCANNING SWOT ETOP ETOP : ETOP It is a process of dividing the environment into different sectors and then analyzing the impact of each sector on the organization. ETOP FOR BICYCLE COMPANY : ETOP FOR BICYCLE COMPANY CONCLUSION : CONCLUSION ETOP provides a clear picture to the strategists about which sectors & different factors in each sector, have a favorable impact on the organization.

Organisational Capability Analysis •Internal Environment -strength & weakness in different functional areas Organization capability -Capacity & ability to use distinctive competencies to excel in a particular field -Abilty to use its ‘ S’& ‘ W’to exploit ‘ O’& face ‘ T’in its external environment Organization resources – Physical & Human cost, availability -strength / weakness Organization behaviour Identity & character of an organizationleadership, Mgt.

Philosophy, values, culture, Qly of work environment, Organization climate, organization politics etc. ResourceBehaviour Distinctive competence -Any advantage a company has over its competitor -it can do something which they cannot or can do better -opportunity for an organization to capitalize -low cost, Superior Quality, R& D skills METHODS & TECHNIQUES USED FOR ORGANIZATIONAL APPRAISAL Comprehensive, long term Financial Analysis -Ratio Analysis, EVA, ABC

Key factor rating -Rating of different factors through different questions Value chain analysis VRIO framework BCG, GE Matrix , PIMS, McKinsey 7S Balanced Scorecard Competitive Advantage Profile Strategic Advantage profile Internal Factor Analysis Summary Organizational Capability Profile (OCP) -Weakness(-5), Normal(0), Strength(5) Financial Capability Profile Sources of funds (b) Usage of funds (c) Management of funds Marketing Capability Profile (a) Product related (b) Price related (c) Promotion related (d) Integrative & Systematic