

Environment threat and opportunity profile

[Environment](#), [Ecology](#)



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 exists. 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 -Ability 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
 organization leadership, Mgt.

Philosophy, values, culture, Qly of work environment, Organization climate,
 organization politics etc. Resource Behaviour Distinctive competence -Any
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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