

Strategic management: external analysis

Business



In order for an organization to ensure its survival and viability in its operations, it is imperative for the management to carry out an analysis of the environment in which it operates. Basically, there are two different types of environments that affect the operations of different organizations and these include internal and external environments. As such, this paper has been designed to carry out an external analysis of the Training and Doctrine Command (TRADOC). The paper will mainly focus on evaluating the threats and opportunities and their impacts on the above mentioned organization. In order for the organisation to be viable and effective, it is imperative for the management to try to eliminate threats that exist while capitalising on the opportunities that exist in the external environment in which it operates (Strydom, 2000). An external analysis of the company's environment is based on the assumption that " an effective strategy derives from a good fit between an organisation's resource capabilities and its external situation," (Rossouw & Kruger, 2003, p. 17). This helps the managers to focus on key strategic issues based on the notion that an effective strategy utilises the opportunities while it strives to minimise the threats.

Bigler (ND) states that the army should consider opportunities and external threats in order to reasonably expect to accomplish their mission. In this particular case, the major opportunity for TRADOC is that the army leaders are innovative and perceptive enough to recognize revolutionary tactics and philosophies before their enemies do (Bigler, ND). The other opportunity of the army is that it can develop its officers so that they can handle any conflict situation. The army has also the opportunity to modernize its operations in order to keep pace with the changes taking place in new information and communication technology. No army can succeed without <https://assignbuster.com/strategic-management-external-analysis/>

sophisticated communication.

However, the major threat facing the army is the aspect of insurgency in its operations. There are likely to be rebels who can impact on the army's ability to serve its stakeholders and make its mission a reality like the war in Iraq (Bigler, ND). The other threat that can affect the army is that of strained personnel issues. In some cases, the soldiers for instance as well as their families may be against certain missions embarked on by the army and this can negatively impact on its mission.

There are various measures that should be considered by TRADOC in its operations especially the forces obtaining in its external environment. All these factors have a bearing on the operations of the army and they should be seriously taken into consideration in order to ensure that it achieves its mission. Failure to scan the external environment in which the army operates may negatively impact on its operations and this can weaken its capability to confront the enemy.

References

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