

Assignment

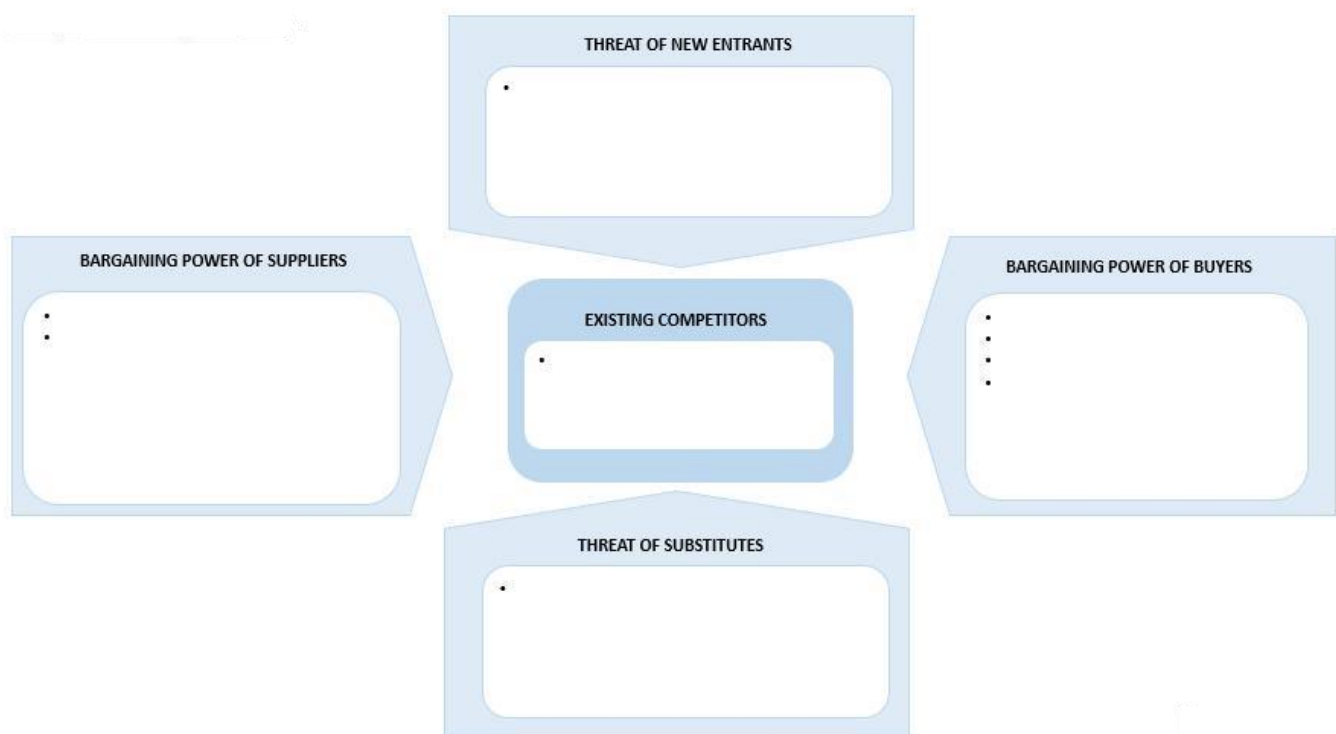
1. Using the PESTLE and Porter's five forces techniques together provide a detailed analysis of the situation your organization is facing. Using the two analyses lowers the gaps in knowledge and understanding.

PESTLE ANALYSIS WORKSHEET

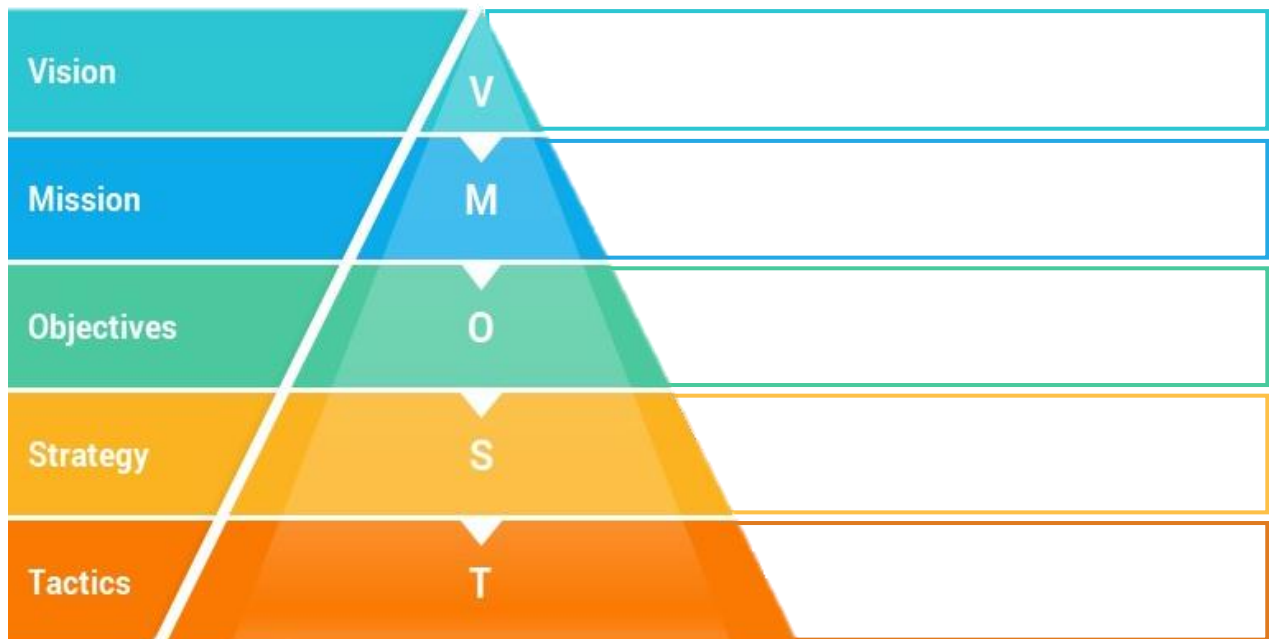
| | External Factors to Consider | Factors Affected Within My Industry | Importance to Organization |
|----------------------------|---|-------------------------------------|----------------------------|
| POLITICAL | Government policy Political stability Tax Industry regulations Global trade agreements/ restrictions | | |
| ECONOMIC | Exchange rates Globalization Economic growth/ decline Inflation Interest rates Cost of living Labor costs Consumer spending habits | | |
| SOCIO- CULTURAL | Consumer trends/ tastes Fashions Consumer buying habits Lifestyle factors Career attitudes Work-life balance Population demographics | | |
| TECHNOLOGICAL | Automation Innovation Disruptive technologies Social networking Upgrades Robotics Artificial Intelligence | | |

| | | | |
|----------------------|--|--|--|
| | Security | | |
| LEGAL | Employment law Common law Local labor law Health and safety regulations | | |
| ENVIRONMENTAL | Environmental restrictions imposed by in-country governments Sustainable resources CSR (Corporate social responsibility) Ethical sourcing Transportation Procurement Supply chain management Future pandemic | | |

PORTER'S FIVE FORCES MODEL WORKSHEET



2. Conduct a VMOST Analysis using the Pyramid Chart below.



3. Choose one objective from your VMOST analysis and conduct a performance measurement using the table below.

| OBJECTIVE | | | |
|---|-------|----------|----------|
| CRITICAL SUCCESS FACTORS (CSF) | CSF 1 | KPI 1 | KPI 2 |
| | | TARGET 1 | TARGET 2 |
| | CSF 2 | KPI 1 | KPI 2 |
| | | TARGET 1 | TARGET 2 |
| | CSF 3 | KPI 1 | KPI 2 |
| | | TARGET 1 | TARGET 2 |

4. Conduct a SWOT Analysis using the data you collected from PESTLE analysis, Porter's Five Forces Model, VMOST Analysis, Resource Audit and Performance Measurement.

| | | |
|------------------------|------------------------|------------------------|
| <i>Internal</i> | STRENGTHS | WEAKNESSES |
| <i>External</i> | OPPORTUNITIES | THREATS |
| | <i>Positive</i> | <i>Negative</i> |