**Types of Strategic Analysis**

The goal of the MGMT 4860 case analysis is for students to prove they can identify different business and corporate-level strategies for any given company. Different ways to perform this strategic analysis are discussed in the class. Typically, each professor is clear on how the students should organize their analysis. Additionally, each MGMT 4860 professor is required to use the same grading rubric, which is included in these handouts. A breakdown and explanation of these strategies are provided below.

External: business/corporate-level strategies that are implemented outside of the organization.

PESTEL Analysis: typically an *external analysis.*

* Political
* Economic
* Technological
* Social
* Environmental
* Legal

Internal: business/corporate-level strategies that are implemented inside of the organization.

VRIO Analysis: typically an *internal analysis.*

* Value
* Rareness
* Imitability
* Organization

SWOT Analysis

* Strengths: what the company does well. Strengths are typically an *internal analysis*.
* Weaknesses: areas the company can improve. Weaknesses are typically an *internal analysis*.
* Opportunities: ways the company can apply or improve strategies. Opportunities are typically an *external analysis*.
* Threats: the company’s main competition and concerns. Threats are typically an *external analysis*.

Quantitative: use numbers to support inferences and conclusions; discuss how the numbers have affected certain strategies.

Recommendations: must be made based on the analysis provided. For example, if a student says Evergreen should fix “X” because it is a weakness, but “X” was not discussed during the analysis, it is not proper to use “X” as a recommended course of action.