

ASSIGNMENT INFORMATION

Due Date

Monday, February 15, 2021

9:00 AM

Points Possible

135

[View Rubric](#)

External and Internal Environments

Overview

In this assignment, you are to use the same corporation you selected and focused on for the Strategic Management and Strategic Competitiveness assignment.

Using the corporation you chose from the Week 3 assignment, Strategic Management and Strategic Competitiveness, examine the industry in which the entity operates. Use any or all of the following resources to conduct research on the company:

- Company website.
- Public filings from the Securities and Exchange Commission's [Filings & Forms](#) page.
- Strayer University's [online databases](#).
- The [Lexis Advance database](#).
- Other miscellaneous sources. **Note:** the company's annual report will often provide insights that other resources may not include.

Use the [External and Internal Environments Template \[DOC\]](#) to ensure that your assignment meets the requirements.

Requirements

Write a 4–6 page paper in which you do the following:

- Choose the two segments of the general environment that would rank highest in their influence on the corporation you chose.
 - Assess how these segments affect the corporation you chose and the industry in which it operates.
- Considering the five forces of competition, choose the two that you estimate are the most significant for the corporation you chose.
 - Evaluate how well the company has addressed these two forces in the recent past.
- With the same two forces in mind, predict what the company might do to improve its ability to address these forces in the near future.
- Assess the external threats affecting this corporation and the opportunities available to the corporation.
 - Give your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Justify your answer.

*When finished, make sure to click **Submit**.*

*Optionally, click **Save as Draft** to save changes and continue working later, or click **Cancel** to quit without saving changes.*

- Determine the company's resources, capabilities, and core competencies.
- Go to the [Strayer University Online Library](#) to locate three quality references. **Note:** Wikipedia and similar websites do not qualify as academic resources.

This course requires the use of Strayer Writing Standards. For assistance and information, please refer to the Strayer Writing Standards link in the left-hand menu of your course. Check with your professor for any additional instructions.

The specific course learning outcome associated with this assignment is as follows:

- Analyze the effects of the general environment, competition, threats, opportunities, strengths, and weaknesses relative to a corporation.

By submitting this paper, you agree: (1) that you are submitting your paper to be used and stored as part of the SafeAssign™ services in accordance with the Blackboard Privacy Policy; (2) that your institution may use your paper in accordance with your institution's policies; and (3) that your use of SafeAssign will be without recourse against Blackboard Inc. and its affiliates.

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Grid View

List View

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
Choose the two segments of the general environment that would rank highest in their influence on the corporation you chose, and assess how these segments affect the corporation you chose and the industry in which it operates.	<p>0 (0.00%)</p> <p>Did not submit or incompletely chose the two segments of the general environment that would rank highest in their influence on the corporation you chose. Did not submit or incompletely assessed how these segments affect the corporation you chose and the industry in which it operates.</p>	<p>8.775 (6.50%)</p> <p>Insufficiently chose the two segments of the general environment that would rank highest in their influence on the corporation you chose. Insufficiently assessed how these segments affect the corporation you chose and the industry in which it operates.</p>	<p>10.125 (7.50%)</p> <p>Partially chose the two segments of the general environment that would rank highest in their influence on the corporation you chose. Partially assessed how these segments affect the corporation you chose and the industry in which it operates.</p>	<p>11.475 (8.50%)</p> <p>Satisfactorily chose the two segments of the general environment that would rank highest in their influence on the corporation you chose. Satisfactorily assessed how these segments affect the corporation you chose and the industry in which it operates.</p>	<p>13.5 (10.00%)</p> <p>Thoroughly chose the two segments of the general environment that would rank highest in their influence on the corporation you chose. Thoroughly assessed how these segments affect the corporation you chose and the industry in which it operates.</p>
Considering the five forces of competition, choose the two that you estimate are the most significant for the corporation you chose, and evaluate how well the company has addressed these two forces in the recent past.	<p>0 (0.00%)</p> <p>Did not submit or failed to choose the two forces that you estimate are the most significant for the corporation you chose. Did not submit or incompletely evaluated how well the company has addressed these two forces in the recent past.</p>	<p>13.1625 (9.75%)</p> <p>Chose one or two forces that you estimate are the most significant for the corporation you chose, and insufficiently evaluated how well the company has addressed these forces in the recent past.</p>	<p>15.1875 (11.25%)</p> <p>Chose the two forces that you estimate are the most significant for the corporation you chose, but only partially evaluated how well the company has addressed these two forces in the recent past.</p>	<p>17.2125 (12.75%)</p> <p>Chose the two forces that you estimate are the most significant for the corporation you chose, and satisfactorily evaluated how well the company has addressed these two forces in the recent past.</p>	<p>20.25 (15.00%)</p> <p>Chose the two forces that you estimate are the most significant for the corporation you chose, and thoroughly evaluated how well the company has addressed these two forces in the recent past.</p>

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
With the same two forces in mind, predict what the company might do to improve its ability to address these forces in the near future.	0 (0.00%) Did not submit or incompletely predicted what the company might do to improve its ability to address these forces in the near future.	13.1625 (9.75%) Insufficiently predicted what the company might do to improve its ability to address these forces in the near future.	15.1875 (11.25%) Partially predicted what the company might do to improve its ability to address these forces in the near future.	17.2125 (12.75%) Satisfactorily predicted what the company might do to improve its ability to address these forces in the near future.	20.25 (15.00%) Thoroughly predicted what the company might do to improve its ability to address these forces in the near future.
Assess the external threats affecting this corporation and the opportunities available to the corporation, give your opinions on how the corporation should deal with the most serious threat and the greatest opportunity, and justify your answer.	0 (0.00%) Did not submit or incompletely assessed the external threats affecting this corporation and the opportunities available to the corporation. Did not submit or incompletely gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Did not justify your answer.	13.1625 (9.75%) Insufficiently assessed the external threats affecting this corporation and the opportunities available to the corporation. Insufficiently gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Insufficiently justified your answer.	15.1875 (11.25%) Partially assessed the external threats affecting this corporation and the opportunities available to the corporation. Partially gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Partially justified your answer.	17.2125 (12.75%) Satisfactorily assessed the external threats affecting this corporation and the opportunities available to the corporation. Satisfactorily gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Satisfactorily justified your answer.	20.25 (15.00%) Thoroughly assessed the external threats affecting this corporation and the opportunities available to the corporation. Thoroughly gave your opinions on how the corporation should deal with the most serious threat and the greatest opportunity. Thoroughly justified your answer.

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
<p>Give your opinion on the corporation's greatest strengths and most significant weaknesses, choose the strategy or tactic the corporation should select to take maximum advantage of its strengths, and the strategy or tactic the corporation should select to fix its most significant weakness, and justify your choices.</p>	<p>0 (0.00%) Did not submit or incompletely gave your opinion on the corporation's greatest strengths and most significant weaknesses. Did not submit or incompletely chose the strategy or tactic the corporation should select to take maximum advantage of its strengths, and the strategy or tactic the corporation should select to fix its most significant weakness. Did not submit or incompletely justified your choices.</p>	<p>13.1625 (9.75%) Insufficiently gave your opinion on the corporation's greatest strengths and most significant weaknesses. Insufficiently chose the strategy or tactic the corporation should select to take maximum advantage of its strengths, and the strategy or tactic the corporation should select to fix its most significant weakness. Insufficiently justified your choices.</p>	<p>15.1875 (11.25%) Partially gave your opinion on the corporation's greatest strengths and most significant weaknesses. Partially chose the strategy or tactic the corporation should select to take maximum advantage of its strengths, and the strategy or tactic the corporation should select to fix its most significant weakness. Partially justified your choices.</p>	<p>17.2125 (12.75%) Satisfactorily gave your opinion on the corporation's greatest strengths and most significant weaknesses. Satisfactorily chose the strategy or tactic the corporation should select to take maximum advantage of its strengths, and the strategy or tactic the corporation should select to fix its most significant weakness. Satisfactorily justified your choices.</p>	<p>20.25 (15.00%) Thoroughly gave your opinion on the corporation's greatest strengths and most significant weaknesses. Thoroughly chose the strategy or tactic the corporation should select to take maximum advantage of its strengths, and the strategy or tactic the corporation should select to fix its most significant weakness. Thoroughly justified your choices.</p>
<p>Determine the company's resources, capabilities, and core competencies.</p>	<p>0 (0.00%) Did not submit or incompletely determined the company's resources, capabilities, and core competencies.</p>	<p>13.1625 (9.75%) Insufficiently determined the company's resources, capabilities, and core competencies.</p>	<p>15.1875 (11.25%) Partially determined the company's resources, capabilities, and core competencies.</p>	<p>17.2125 (12.75%) Satisfactorily determined the company's resources, capabilities, and core competencies.</p>	<p>20.25 (15.00%) Thoroughly determined the company's resources, capabilities, and core competencies.</p>
<p>Include three references.</p>	<p>0 (0.00%) No references provided.</p>	<p>4.3875 (3.25%) Does not meet the required number of references; all references poor-quality choices.</p>	<p>5.0625 (3.75%) Does not meet the required number of references; some references poor-quality choices.</p>	<p>5.7375 (4.25%) Meets number of required references; all references high-quality choices.</p>	<p>6.75 (5.00%) Exceeds number of required references; all references high-quality choices.</p>

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
Clarity, writing mechanics, and formatting requirements.	0 (0.00%) More than 8 errors present.	8.775 (6.50%) 7–8 errors present.	10.125 (7.50%) 5–6 errors present.	11.475 (8.50%) 3–4 errors present.	13.5 (10.00%) 0–2 errors present.

Name: **w06a1**

Description: **w06a1 - External and Internal Environments**

Exit

Strategic Management and Strategic Competitiveness

Companies are increasingly adopting the strategic management process globally to increase their competitive edge and achieve above-average returns. This process involves combining actions and decisions with a full commitment towards productivity. This paper discusses how JP Morgan chase has adopted the use of strategic management and strategic competitiveness to its advantage in the financial market. The papers will include the impacts of globalization, technology, and stakeholders on the general achievements of JP Morgan. The analysis also includes how JP Morgan can adopt an industrial and resource-based model to increase its revenue. Lastly, the paper will discuss how the mission and vision statement influences JP Morgan bank's success.

Globalization

Originally Chase & Co was set up to channel EU investments into the USA that financed the United States' commercial growth. During the US's growth, the JP Morgan institution took care to include the money to expand (Sorin-George & CĂTĂLIN, 2018). Due to economic expansion theories in the 1920s, however, circumstances changed. As the federal government eliminated numerous hurdles in chartering the overseas banks under the 1913 Federal Reserve Act, bodies such as JP Morgan embraced the opportunity. They moved to international investment with speed (Sorin-George & CĂTĂLIN, 2018). Winning global markets through numerous mergers became one of their top priorities, and this saw Chase entering the 1930's global financial market with greater international divisions.

Currently, JP Morgan operates in 60 countries globally; however, most of these branches are distributed in states across the US. For example, the financial firm has branches in Arizona, California, Colorado, Florida, Washington DC, Atlanta, Chicago, Louisiana, Missouri, Nevada,

and Michigan. In other global locations outside the US, Chase has branches in Europe, Middle East, Asia, and Latin America, among others (Morgan, 2020). Globally, JP has positively impacted the financial sectors by helping private investors to expand their operations internationally (Morgan, 2020). Their international banking specialists have continued to connect investors with trades, foreign exchange solutions, trade, and international cash management.

They have also assisted clients in navigating hindrances in the global payment flow by creating customized solutions that specifically address client's needs (Morgan, 2020). This facet of globalization has made Chase among the world's most profitable financial institutions. Their global presence with over 200 years of services has made Chase bank offers all the financial firms' services. Checking and investing balances, credit cards, bonds, and capital savings are essential services provided by Chase. The best national banks are their smartphone tools and the most ATMs, with 16,000 across the USA alone (Morgan, 2020). It also offers credit card checks and savings on mortgages and other loans. Chase is worth looking at if you want to simplify your investments by having the same corporation in possession of your deposits, loans, and cards.

One major setback that JP Morgan has suffered due to globalization is economic sanctions. OFAC (Office of Foreign Assets Control of the US Department of Treasury) administers sanction, and its demands have negatively impacted JP Morgan. OFAC sanctions forbid or regulate the involvement of JPMC in operations involving approved or entirely supported countries and regions (Morgan, 2020). OFAC sanctions force JPMC to suspend funds, deny transfers, refrain from extending credit or providing services, or take any relevant measures, depending on the particular sanctions.

Technology

In the JP Morgan Institute development, technology and research played a significant role. Advances in telecoms in the late 1900s allowed Chase to globalize with low telecommunications compromises (Reyna et al., 2018). This innovation revolutionized America's lifestyle by enabling banking access to RFID cards paired with apps nowadays. Risk assessment has played an important part in the finance sector, and many resources have been used to quantify the risk since 2011 (Reyna et al., 2018). This changed after financial firms revealed that they would use Field Programmable Gate Array technology to execute risk analyses in a minute rather than an hour (Reyna et al., 2018). All these developments and improvements are important to understanding how different banks such as JP Morgan spread worldwide. Currently, JPMC has adopted Artificial Intelligence to revolutionize banking by becoming a disruptor in the banking industry (Reyna et al., 2018). To date, reducing risk and fraud, enhancing marketing, raising underwriting, and improving customer service has been supported by artificial intelligence and computer education in JB Morgan's operations (Morgan, 2020). JP Morgan is steadfastly committed to cost savings, productivity, and consumer service enhancement.

The bank has also used disruptive technology such as Blockchain in the early days. JPMC has invested 11 billion dollars in technological investments (Morgan, 2020). Innovations are evolving several other applications, including mobile and automated banking, big data, cybersecurity, and cloud storage. For example, through big data analytics, the bank has understood its consumers' behaviors and has customized its services according to clients' needs. Also, they have made use of cloud storage to increase its customers' data security. They focus on various

other innovative solutions (Reyna et al., 2018). As a result, the organization now competes for customer interest and employee's expertise with leading industry companies.

Industrial Organization Model

JPMC can develop further and achieve more financial services by examining the external environment. This will ensure that an appealing opportunity is identified. The bank has continuously faced fierce competition from international banks and domestic banks (Morgan, 2020). To counter this, they need to study their competitors to identify their strengths and amplify them to their advantages. Secondly, JPMC can locate areas that are attractive and invest in them. However, the bank has won on this model since its physical structures are attractive and the services it offers (Morgan, 2020). This has attracted the flow of customers, both old, new, and prospects.

The bank needs to formulate a winning strategy to help it achieve above-average returns. For example, the move of funding technology and innovation with 11 billion dollars is a strategy that will help JPMC to utilize the most contemporary and innovative technologies that will put it ahead of its rivals. To implement their strategy, they need to develop and acquire skills and assets to implement. The bank spends approximately 10 billion dollars to achieve the strategy of using the current technological advancements (Morgan, 2020). They should research to sharpen the IT staff's skills and hire experts when needed. Finally, to implement the strategy, JPMC should continue to use its financial strengths and skilled staff. The Industrial Organization Model's rational application will ensure that JPMC continues to achieve above-average returns ahead of its rivals in the financial market.

Resource-Based Model

Among the most crucial resources of JPMC is the name of its brand. JP Morgan has been in existence for over 200 years since the bank was started (Morgan, 2020). The brand name pervades life daily and has become an indispensable guide for clients since it has given this bank a strong image and reputation in the financial market (Morgan, 2020). The culture of JPMC is unique, and they have inclusivity and diversity that encourages others to work for JPMC. However, they have not achieved the full scope of inclusivity, the management to strive to achieve since it portrays the company positively among clients.

They also have resources, such as business principles that guide their operations. These principles should be revised regularly to address any changes within the company. JPMC also enjoys employees with vast skills in the banking industry. To retain its employees, the bank offers competitive salaries and allows for job growth (Morgan, 2020). To tap more on these crucial resources, JPMC should offer reliable training to its clients at all levels and provide room for growth within the organization. To benefit more from this resource, JP Morgan Chase launched a core-strength training curriculum based on conflict management, which provides administrators with mediation capabilities and better intelligence in partnerships to specifically resolve the development of conflicts (Morgan, 2020). Lastly, the bank and its branches are strategically located in major cities. This has enabled the bank to develop its pool of customers daily. To tap more from this, all new branches should be located in major towns and cities since the possibility of growth is faster than in other areas.

Vision

The vision statement of JPMC is, "Aspire to be the best, execute superbly, and build a great team and a winning culture" (Zeissler & Metrick, 2019). The vision has two main parts: first, JPMorgan acknowledges its fascination with perfecting all its business activities to provide its clients with the best quality. In the second part, this firm admits that only by winning the standard or community can it meet such high expectations. This vision has continuously played a role in guiding the bank's projected future (Zeissler & Metrick, 2019). Even with the change of management, this vision guides new managers towards achieving the founders' anticipation.

Mission

The mission statement of JPMC is, "To be the best financial services company in the world" (Zeissler & Metrick, 2019). In over a century, JPMorgan has proved itself with the distinction of being, according to its approval, the sixth-largest financial institution in the world. This is because of the company's mission and the statement that has offered guidance throughout its daily operations. A business mission declaration describes plans for realizing the foreseen future (Zeissler & Metrick, 2019). JPMorgan's mission statement highlights its effect on the banking and financial sectors.

Stakeholders

The success of JPMC can be hinged partly on its various types of stakeholders. First, the bank enjoys an array of capital markets stakeholders who invests in the bank by buying shares. JPMorgan Chase's biggest stakeholders are Jamie Dimon, Mary Callahan Erdoes, Daniel Pinto, Vanguard Group Inc. (BLK), and State Street Corp (STT). This category helps the bank indirectly when JPMC trade and sells shares on behalf of customers to maximize its profit (Morgan, 2020).

Also, since they communicate directly with the bank's key decision-maker, they offer advice and insights on the best route to take when trading or investing.

JPMC enjoys a variety of product market stakeholders, for example, customers and suppliers among others. Customers benefit JPMC by continuously purchasing the financial services of JPMC (Morgan, 2020). This cradle from clients provides the bank with the largest annual revenue percentage.

The suppliers provide the bank with its daily requirements that make its operations efficient and effective. Material supplied by suppliers includes stationeries. The host communities offer protection to the bank by maintaining security, while the benefit from operations' tax that is paid by the bank. Organizational stakeholders is another category with JPMC. This group encompasses the employees who are the most crucial assets of JPMC. The bank's culture is a rewarding one since it allows employees to develop their skills and capacity to be globally recognized (Morgan, 2020). The bank also nurtures respect among employees, which ensures that they work together in harmony towards a common mission, which is, making JP Morgan & Chase the best financial services offering company in the world.

Sources

Morgan, J. C. (2020, January 20). *JP Morgan*. Retrieved from JP Morgan:

<https://www.jpmorgan.com/global>

Reyna, A., Martín, C., Chen, J., Soler, E., & Díaz, M. (2018). On blockchain and its integration with IoT. Challenges and opportunities. *Future generation computer systems*, 88, 173-190.

Sorin-George, T., & CĂTĂLIN, G. (2018). Too big to fail banks in the age of globalization. *Annals-Economy Series*, 131-136.

Zeissler, A. G., & Metrick, A. (2019). JPMorgan Chase London Whale E: Supervisory Oversight. *Journal of Financial Crises*, 1(2), 103-115.