

## Unit VI Project

### Implementation Plan: Part 2

In Unit IV, you started to create an implementation plan. You selected a company and analyzed their strategy and mission. In Unit VI, we will continue your work with this company and develop a SWOT analysis.

Remember that a SWOT analysis identifies strengths, weaknesses, opportunities, and threats of an organization. This is an important analysis for any organization as it can be used for strategic planning. Your SWOT analysis must be a minimum of two pages in length. Once you have completed your SWOT analysis, write a minimum of one page, explaining how this information could be used by the company.

Please use the template below to complete the SWOT analysis and explanation. Save the template using your last name and student ID. For example, John Smith whose student ID is 12345 would save his assignment as Smith12345. The information you need to complete this analysis can be found in the case studies located in your textbook on pages 372-636. Outside research is not a requirement.

Click [here](#) to access the Unit VI Project template.

Much of the information you will need to complete this segment can be found in the case study in the textbook. However, you are welcome to conduct further research as needed.

Information about accessing the Grading Rubric for this assignment is provided below.

## Unit VIII Project

### Implementation Plan: Part 3

For the final assignment of this course, you will continue your work with the company you used in Unit IV and Unit VI. For the Unit VIII Project, you will complete the final components of your implementation plan.

For Part 3, you will focus on the following points:

- internal and external issues,
- competition ,
- future outlook for the organization, and
- implementation of tools for measuring business success.

Much of the information you will need to complete this segment can be found in the case study in the textbook. However, you are welcome to conduct further research as needed. For the future of the organization, you may be creative and add your own insight on where you see the company going.

Your project must be a minimum of three full pages in length, not including the title and reference page. Make certain to include an introductory paragraph.

Information about accessing the Grading Rubric for this assignment is provided below.