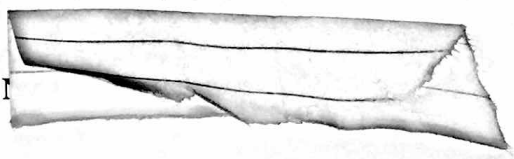


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**MGT 471 Strategic Management**  
**Case Preparation Summary for Case Discussion**  
**To be prepared for Salvation Army Case**

Case Name Salvation Army

Student I



1. What is the strategic purpose of the Salvation Army in terms of the following:

**A Mission-**

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by love for God. Its mission is to preach the gospel of Jesus Christ and meet human need in his name without discrimination.

**b. Vision-**

The Salvation Army has a vision of growing loving community of people dynamically living God's mission in the broken world today.

**c. Values-**

Salvation Army believes the God is at work in the world today by emphasizing values including; Human dignity, hope, compassion, justice and community

**d. Objectives-**

It aim is to make known the good news of Jesus Christ and to persuade people to become his followers. It also shows concern by caring the needs of the people regardless of age, gender, race, color, sex, creed and status.

2. Based on the information in the case, list at least 5 major stakeholders who cannot be ignored and are important to the long-term success of the organization. Rank the list in the order of current importance in your opinion.

The major stakeholders in the Salvation Army based on their current importance in my opinion are listed below;

1. The first and most important stakeholders are the board members who are concerned with planning day to day activities of the organization. The founder was the major person who led to its development.

2. Employees: these are people who work for the organization and are involved in making sure the activities and goals of the army are met by working tirelessly to meet their objectives

3. Governments of different countries such as UK, Australia and USA are also stakeholders as they provide support in various ways such as donating funds to ensure smooth running of the activities. This government has also allowed Salvation Army to establish their activities in their countries leading to their significant growth.

4. Donors are also involved in success of the army. They donate variety of items such as funds and offer moral support to the Salvation Army. Donors include missionaries and other well wishers

5. The other stakeholders are the church members who provide a strong membership and support to the organization. The Army has millions of strong members worldwide today.

6. Other stakeholders include media, armed forces, competitors, UK national lottery and the council. These stakeholders have greatly contributed to the success of the Army and their efforts cannot be ignored.

3. Based on the external environment, where do you see the best opportunities for Salvation Army in the future? Describe at least one important opportunity and explain.

The future of Salvation Army needs to focus on balancing the work with government and with core values to achieve the laid down goals and objectives. The opportunity can be to expand their activities in the whole world to reach all the people. This is made easier by using the current rapid development in technology. Television and internet are the best source of information today for many people in the world. Salvation Army can use this opportunity to expand rapidly.

4. Is your opportunity consistent with the mission, vision and values of the organization? Where are any inconsistencies?

The opportunity of expanding rapidly to the whole world is consistent with the mission vision and values of the organization. This is because, the mission is to preach the gospel of God to the whole world without discrimination and meet the needs of the people in the whole world. This will help them attain their objectives of making known to the whole world the gospel of Jesus Christ.

5. Look at your list of current stakeholders—would each be supportive of the opportunity.

Which stakeholders might be hesitant to support and why?

The various stakeholders including Governments, Donors, church members, board members, employees and competitors help the company in various ways including; providing the necessary financial support to run the activities in the organization. Church members provide a strong membership and provide defense to the company by recruiting more members to join the group. Among these stakeholders, donors are likely to withdraw their support because they also support so many other organizations apart from Salvation Army. They may not continue having enough funds to donate.