

(1) Visit Monsanto (<http://www.monsanto.com>) and Google to find out business and strategies of Monsanto as well as various external forces/factors of the genetically modified organism (GMO) industry. Monsanto has been a highly controversial company. Please do not show emotional opinions to maintain your professionalism in this case study.

(2) Perform your own external audit for Monsanto. Remember that the external forces (factors) are something a company may not be able to control. In other words, the external forces are given environments. Your external audits will give you ideas of various opportunities and threats for a company in the industry.

(3) Based on your external audit, give Opportunities and Threats for Monsanto. Then, explain why you think so. Please arrange both opportunities and threats in order having high importance. (Note: Opportunity and Threat are OT of SWOT analysis. By the way, you will use opportunities and threats that you posted here in the last module.)

Remember to write sufficient amount!