I. Current Situation

 a. current performance

 b. strategic posture

II Corporate Governance

1. Board of Directors

 who are they

 internal or external

 is stock privately held or publicly traded

 what do board member contribute in terms of knowledge, skills, background, &

 connections

 what is their level of involvement in strategic mgt

B. Top MGT

 What person or group constitutes top mgt

 What are top mgt chief characteristics in terms of knowledge skill, style etc .

III External environment: opportunities and threats (SWOT)

1. Societal environment
2. B. task environment
3. Summary of external factors

IV. Internal environment: strengths and weaknesses (SWOT)

1. Corporate structure

How is corporation structured at present and is it with current corporate objectives etc.

1. Corporate culture
2. Corporate resources

1.. marketing

2.Finance

3. R & D

4. Operations and logistics

5. Human resources MGT

6. Information systems

d. Summary of internal factors

V. Analysis of strategic factors (SWOT)

 a. Situational analysis (list in SFAS matrix)

b. Review of mission and objectives

VI. Strategic Alternatives and recommended strategy

 a. Strategic alternatives (see TOWS matrix)

 b. recommended strategy

VII Implementation

1. Programs (what kind) restructuring or instituting TQM) who should develop program?

Who should be in charge?

1. Budgets
	1. Are programs financially feasible?
	2. Can pro forma budgets be developed and agreed upon
	3. Are priorities and timetables appropriate in individual program?
2. Procedures: will new standard operating procedure need to be developed?

VIII. Evaluation and control

1. Information system: 1. Is current system capable of providing feedback?
2. Can performance results be pinpointed by area, unit, or function?

3.Is info timely

4.Is corp. using benchmarking to evaluate its functions and activities?

B. Control measures

 1. are adequate control measures in place to ensure conformance with the recommended strategic plan?

2. Are appropriate standards and measures being used?

3. Are reward systems capable of recognizing and rewarding good performance?