*University of Phoenix Material*

Management Planning

# Instructions

**Choose** a large company, such as Amazon, Apple, Disney, or Home Depot, or a company with which you are familiar to assess the planning function of management.

1. Identify the mission and vision statements of the company.

|  |  |
| --- | --- |
| **Mission** |  |
| **Vision** |  |

1. Describe in a total of 175 words the strategic, tactical, and operational plans employed by the company. Determine which types of managers create each type of plan.

|  |  |  |
| --- | --- | --- |
| **Type of Plan** | **Description** | **Type of Manager** |
|  |  |  |
|  |  |  |
|  |  |  |

1. Evaluate in a total of 350 words the company’s success in executing the three core processes of business: people, strategy, and operations.

|  |  |
| --- | --- |
| **People** |  |
| **Strategy** |  |
| **Operations** |  |

1. Perform an environment scan, or SWOT analysis, of your chosen company. Evaluate in a total of 350 words the current direction of the company against your analysis.

|  |
| --- |
| **SWOT Analysis****Company Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Internal Factors (Inside Matters)** |
|  Strengths |
|  Weaknesses |
| **External Factors (Outside Matters)** |
|  Opportunities |
|  Threats |