*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.

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| **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.

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

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| **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.

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