

- 1- Form a group of 4-6 members (max).
- 2- Choose a company (in Europe – America – or Africa) to apply on.
- 3- Processed the project along with the weekly chapters coverage, no submission requested during the semester
- 4-Each group should submit their project as a hard and soft copy.
- 5- Plagiarism or outsiders efforts will cause a complete loss of the group members' project grades.
- 6- Group members are expected to work together.
- 7- Mention the references that you use.
- 8- Arabic Answers are not accepted.
- 9- The total grade on this homework will be (15) marks
- 10-The due date of this project will be after finishing chapter 7

Project	Chapter
- Find your company vision and mission-Criticize them according to their characteristics and components.	2
-Scanning for early signals of potential changes and trends in the general environment. - Identify opportunities and threats. -Develop the EFE Matrix	3
- Collecting Information from functional areas. - Identify strengths/weaknesses -Develop the IFE Matrix	4
-Describe all strategies your company applied - Explain in details the application	6
1-Construct a SWOT Matrix! 2-Choose two of the alternative strategies you came up with using the matrix above. 3-Construct a QS PM using the following steps. Makealistofthecompany'skeyexternalopportunities/threatsandinternalstrengths/weaknes sesintheleftcolumn(ch3&ch4tabels) Assign weights to each key external and internal factor. Examinthematchingmatrixes(yourSWOT),andidentifytwoalternativestrategiesthatthecompanyshouldconsiderimplementing.(lookattheQSPMsampleinthelides) Determine the Attractiveness Scores Multiply Attractiveness Scores by the weights Compute the Sum Total Attractiveness Score The strategy with the highest total score should be chosen to implement	

Finally make sure you don't choose a company in the list below.

Modern a Textiles

.Nike

PepsiCo

Kraft foods

Johnson& Johnson

Merk & Co

Gulf Upstream Mfg

Kuwait Petroleum

Azza Fahmy Jewelry

Ford Motors

Jordan Telecom

Yahoo

Walmart

Casper and Gambini's

Mcdonalds

Starbucks

Prime Group

Sharjah Islamic Banks

Emirates Airlines

Walt Disney

King

IKEA

Coca cola

Samsung

Apple

Google

Nestle

Best wishes,,,,,