

Assurance of Learning Exercise(1)-Gathering Strategy Information

The purpose of the exercise is to get you familiar with strategy terms introduced and defined in the introduction to the course. Let us apply these terms to a company of your choice.

Instructions:

Step 1-Go to the website of a Commercial Facilities Company which is listed on the Kuwait Stock Exchange.

Step 2-Look up the most recent Annual Report. The Annual Report contains excellent information for developing a list of internal strengths and weaknesses, and opportunities and threats for the company. There are websites that contain excellent information for developing SWOT lists such as:

IMF.org

Worldbank.org

Global Finance

Finance yahoo.

Step 3-List what you consider to be the company's three major strengths, three major weaknesses, three major opportunities, and three major threats in a **matrix** as shown below. These factors provide the underlying basis for a strategic plan because it strives to take advantage of strengths, improve weaknesses, avoid threats, and capitalize on opportunities.

Strengths	Weaknesses
Opportunities	Threats

Kuwait Stock Exchange(Boursakuwait.com)

