

1. Imagine yourself a consultant, and you are asked by Kianna Vernon –the owner of a startup supermarket— to help plan her business. Based on chapter 5, how would you explain the role of strategic management to your client?
2. Do you think they should have a mission and vision statement and why?
3. How would you explain the importance of a value statement to your client?
4. Chapter five discussed the importance of goals and plans; which one would you recommend to your client and why?
5. Discuss why you didn't include the remaining goals and plans in your recommendation?
6. How would you convince your client to implement SMART goals?
7. Discuss where do you see the value of the planning/control cycle?

Your answers are due by Saturday, and your comments on at least three of your classmates' answers are due by Monday.

If you have any questions or need hour appointment, let me know.