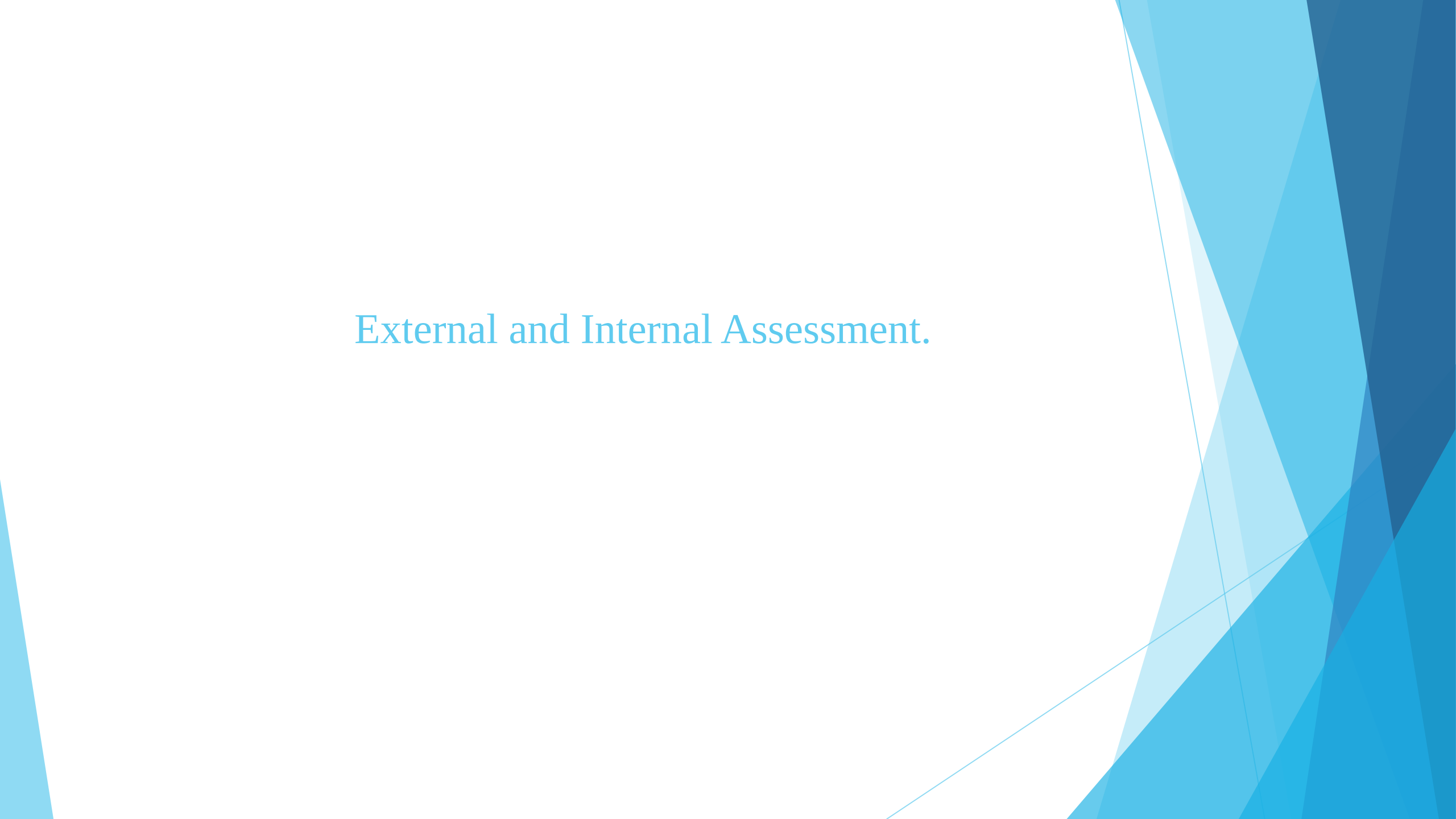


The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, layered effect. The rest of the background is a solid, very light blue.

External and Internal Assessment.

Strengths.

- Creation of effective work setting and exciting management model.
- Effective advertisement strategies are driven by innovation.
- Provide staff with appropriate facilities for improved production.
- Ensure transparency and accountability in the finance and accounting department.
- Produce high-quality products (Breuer et al., 2018).
- Support invention and innovation for enhancing our production technology.
- Accurate accession and documentation of organizational data through MIS.

Weaknesses.

- Increased incidences of employee's turnover which often hampers productivity.
- Reduced profitability.
- Inability to control competition (Breuer et al., 2018).
- Incidences of infringement.

Findings and Lesson from The Industry.

Findings.

- Chances to establish a successful business in the global market.
- Growing competition.

Lessons.

- The industry is featured with a reduced bargaining power of suppliers.
- It faces growing threats of replacement (Breuer et al., 2018).
- Increasingly higher customer bargaining power.
- There is freedom of entrance.

Application of the Resources in Decision Making.

- It was used in facilitating the management of the business and supporting decision making in regards to production together with marketing (Grafova et al., 2017).
- Evaluation of both internal as well as external business settings and recommend for the necessary change needed.
- The findings have paved the way for the invention of brand new products with an aim to meet the needs of the customer's teste.

Challenge with Vision/Concept.

- Lack of highly motivated personnel.
- Lack of customer's social responsiveness.
- The need to utilize the evident market gaps in an effort to maintain competitiveness.

The Preliminary Strategic Initiative Plan.

- Establishment of the most appropriate approaches to business success.
- Establishment of quality and affordable items that often adhere to consumer needs.
- Developing a good organizational structure and making an effort to encourage employees (Grafova et al.,2017).

Implementing the Strategic Initiative Plan

- Selection of a strategic management team capable of addressing the facing the business.
- Establishment of a reliable mission and vision statements (Grafova et al., 2017).
- Establish a determined focus on innovation and invention.

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Appendix.

Internal and External Assessment Tools

- SWOT analysis.
- Scenario planning.
- Appreciative inquiry.