



MBA 515 Milestone Two Guidelines and Rubric

Complete a SWOT analysis of the company you have decided to base your work on, whether it is a fictional or a real-world company. This analysis will be written viewing the company from the inside to the outside. You will submit an organizational assessment of your company within the chosen market domain. This assessment will determine the relative competitiveness of the company and demonstrate technical knowledge of assessment tools and techniques. This assessment will consider the total picture of the company's strengths, weaknesses, opportunities, and threats in relation to the current market environment. This assessment should consider key aspects of the company, including its product/service mix, pricing, location, technology, marketing, and human, financial, and information resources. Ethics should be considered in completion of the SWOT as either a strength or weakness. Discuss the direction of movement or trending of each of the four quadrants. Identify and elaborate on at least four each of the company's strengths, weaknesses, opportunities, and threats.

Specifically, you should include the following:

A. Internal Factors

1. **SWOT Analysis:** Complete a SWOT analysis on the internal factors that affect the company's readiness to compete. What are the strengths, weaknesses, opportunities, and threats faced by the company relative to the competitive market?
2. **Prioritized List:** Based on the SWOT analysis, create a prioritized list of strengths to exploit and weaknesses to mitigate. Each item in your list should have supporting rationale.
3. **Readiness:** Based on internal factors, evaluate the company's readiness to compete in the business environment of the market domain. Support your evaluation with information from your market domain evaluation and SWOT analysis.

Guidelines for Submission: Your paper must be submitted as an 8-10-page APA-style Word document with double spacing, not counting the cover page and reference page. It must be in 12-point Times New Roman font, with one-inch margins and at least three authoritative sources cited in APA format.

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Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Internal Factors: SWOT Analysis	Meets “Proficient” criteria, and analysis demonstrates nuanced understanding of internal organizational assets and capabilities	Completes comprehensive SWOT analysis on internal factors affecting company’s readiness to compete	Completes SWOT analysis on internal factors affecting company’s readiness to compete, but analysis is cursory or inaccurate	Does not complete SWOT analysis on internal factors affecting company’s readiness to compete	30
Internal Factors: Prioritized List	Meets “Proficient” criteria, and prioritization demonstrates nuanced understanding of internal organizational assets and capabilities	Creates prioritized list of strengths to exploit and weaknesses to mitigate based on SWOT analysis, supporting list with rationale	Creates list of strengths and weaknesses based on SWOT analysis, but list is not prioritized for exploiting strengths or mitigating weaknesses, or lacks rationale	Does not create list of strengths and weaknesses based on SWOT analysis	30
Internal Factors: Readiness	Meets “Proficient” criteria, and evaluation demonstrates nuanced understanding of relationship between competitive readiness and internal organizational assets and capabilities	Comprehensively evaluates company’s readiness to compete in business environment based on internal factors, supporting response with market domain evaluation and SWOT analysis	Evaluates company’s readiness to compete in business environment based on internal factors, but response is cursory or inaccurate or lacks support	Does not evaluate company’s readiness to compete in business environment based on internal factors	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total					100%