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**Business Policy and Strategy**

**SBS MBA**

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**Total Marks: \_\_\_\_\_\_\_ / 50**

**Assignment**

You may choose any organization of your choice for this assignment. It should be based on your current employer/business or a business with which you have had some recent exposure and with which you are familiar.

***Your task***

* Identify the Vision and Mission statements of your own company or for any organization of your choice and analyze if the 9 components of the mission statement are fulfilled. If not identify the missing component and frame an ideal mission statement for the company.
* Conduct the SWOT analysis and evaluate the internal – Strength and Weaknesses and external - Opportunities and Threats of your organization.
* Identify the Short term, Medium term and Long term objectives of your organization or organization of your choice.
* Highlight any 5 strategies to be implemented to accomplish the above mentioned objectives.
* Underline the potential challenges you may face while implementing your suggested strategies.