

Chapter 2 - Case Studies

1. Use your favorite search engine to find 2 examples of Mission Statements.
 - a. Open a word processor
 - b. Be sure your name is at the top
 - c. Provide the url's to these 2 Mission Statements
2. Suppose you own a travel agency in a large city. You have many corporate clients, but growth has slowed somewhat. Some long-term employees are getting discouraged, but you feel that there might be a way to make technology work in your favor. Use your imagination and suggest at least one strength, weakness, opportunity and threat that your business faces.
 - a. Continue with the same word processing document
 - b. Identify your list as Case 2-b
3. Lo Carb is a successful new company that has published several cookbooks and marketed its own line of low-carbohydrate meals. Joe Turner, Lo Carb's president, has asked your opinion. He wants to know whether a mission statement really is necessary. After you review the Chapter 2 material, write a brief memo with your views. Be sure to include good (and not-so-good) examples of actual mission statements that you find on the Web. (you may use the mission statements you located in step 1)
 - a. Continue with the same word processing document
 - b. Identify your memo as Case 2-c