Chapter 2 - Case Studies

1. Use your favorite search engine to find 2 examples of Mission Statements.
   1. Open a word processor
   2. Be sure your name is at the top
   3. 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.
   1. Continue with the same word processing document
   2. 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)
   1. Continue with the same word processing document
   2. Identify your memo as Case 2-c