

Matching Stage

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- Match between organization's internal resources and skills and the opportunities and risks created by its external factors.

W O Strategies

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Threats
Opportunities
Weaknesses
Strengths
(TOWS)

WO
Strategies

Improving
internal
weaknesses
by taking
advantage of
external
opportunities

TOW S M atrix

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Steps in developing the TOWS Matrix

1. List the firm's key external opportunities
2. List the firm's key external threats
3. List the firm's key internal strengths
4. List the firm's key internal weaknesses

SPACE Matrix

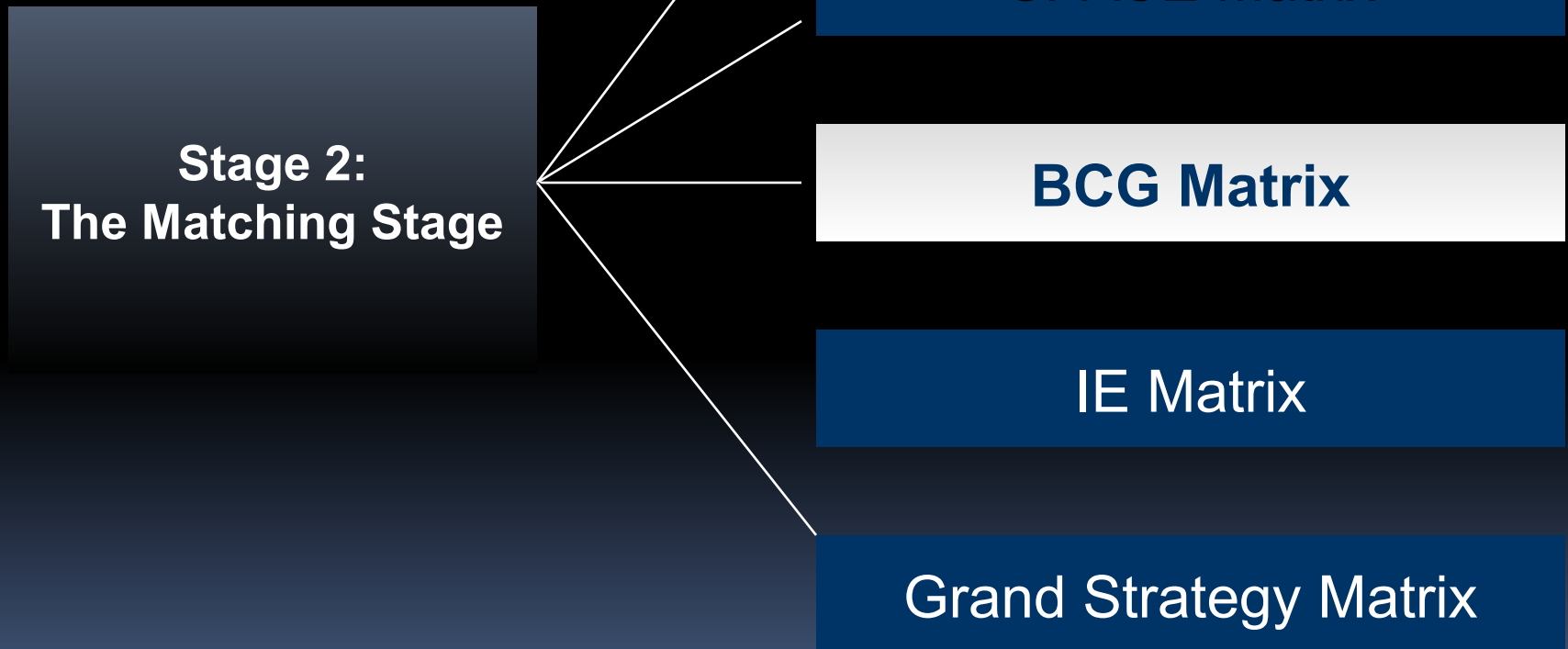
Strategic Position and Action Evaluation Matrix

- Four quadrant framework
- Determines appropriate strategies
 - Aggressive
 - Conservative
 - Defensive
 - Competitive

SPACE Matrix

- Plot the average scores on the Matrix
- Add the two scores on the x-axis and plot point on X. Add the scores on the y-axis and plot Y. Plot the intersection of the new xy point.
- Draw a directional vector from origin through the new intersection point.

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BCG Matrix

Dogs

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- ✂ Low relative market share position and compete in slow or no market growth
 - Weak internal and external position
- ✂ Decision to liquidate, divest, retrenchment

Grand Strategy Matrix

- Popular tool for formulating alternative strategies
- All organizations (or divisions) can be positioned in one of four quadrants
- Based on two evaluative dimensions:
 - Competitive position
 - Market growth

QSPM

Quantitative Strategic Planning Matrix

- Examine the Stage 2 (matching) matrices and identify alternative strategies that the organization should consider implementing
- Determine the Attractiveness Scores (AS)