

# STRATEGIC MANAGEMENT

## Lesson 2: External Assessment

by  
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# Chapter Description



- **Expected Outcomes**
  - Demonstrate the ability to conduct external strategic management audit
  - Demonstrate the ability to describe 10 major external forces
  - Demonstrate the ability to collect external information
- **References**
  - David, F.R. (2013). Strategic Management: Concept & Cases, 14th Edition. Prentice Hall



# What is External Audit?

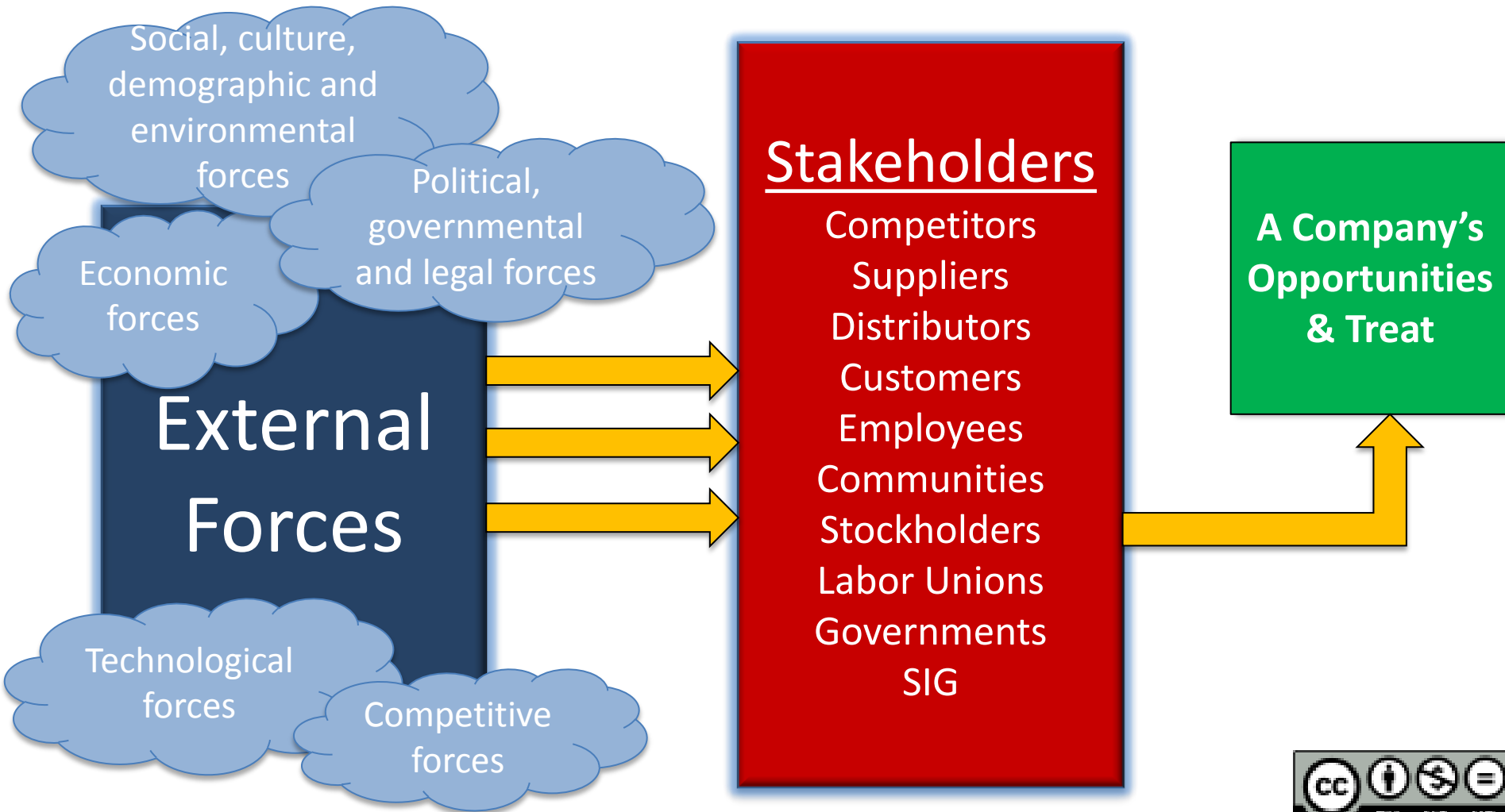
To Develop

A list of opportunities that a company can take advantage.

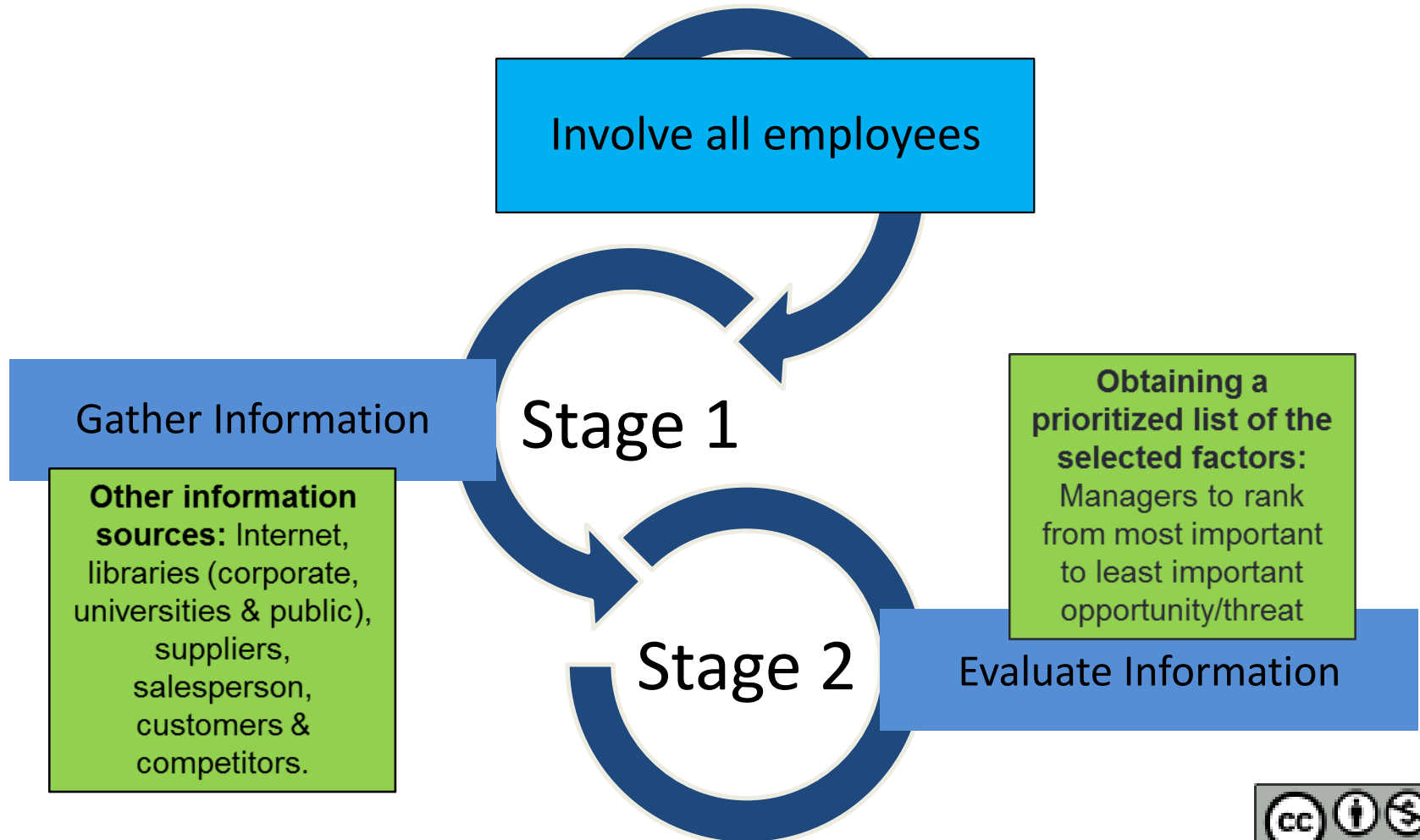
A list of threats that a company can avoid.



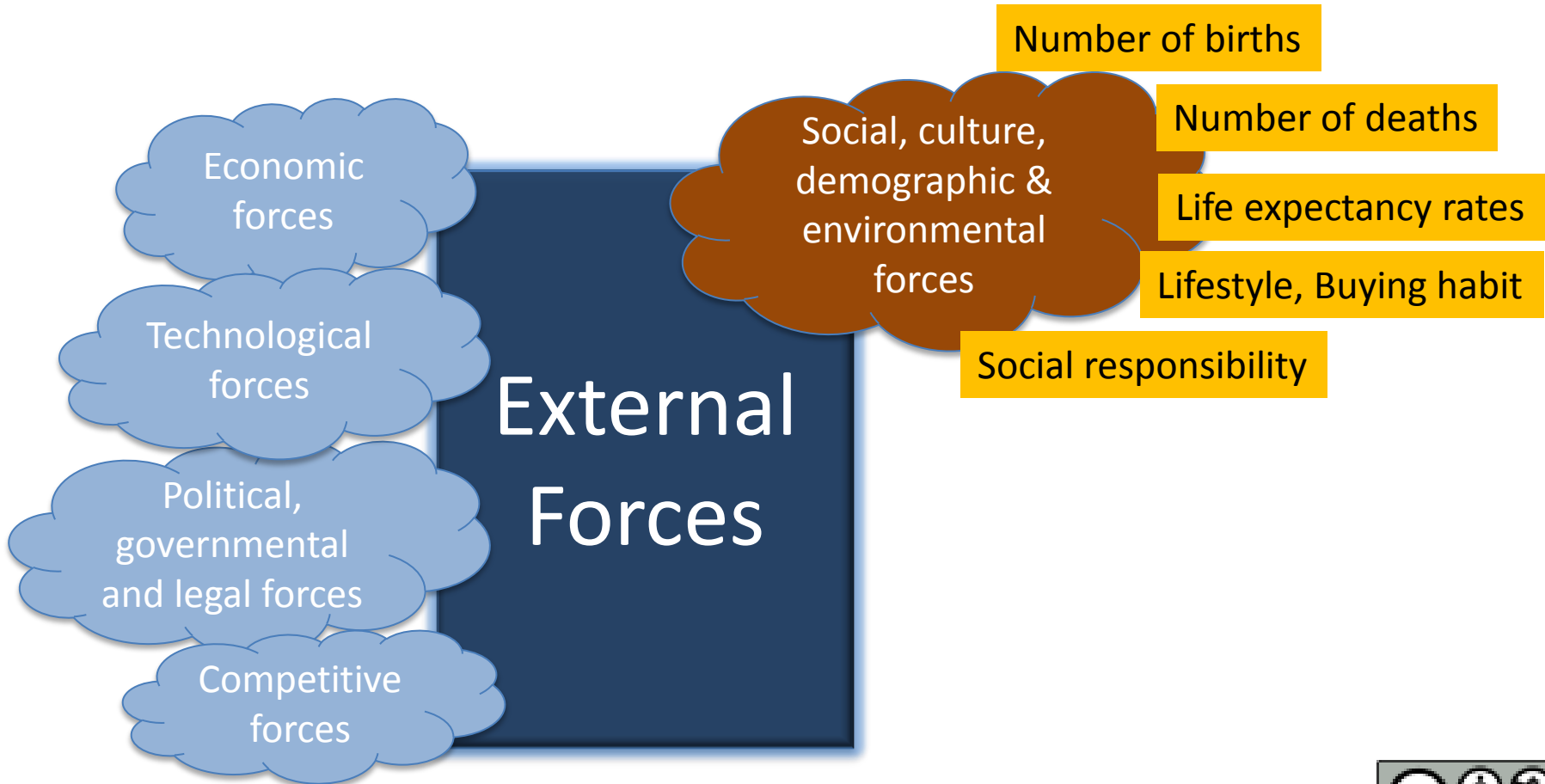
# Impact of External Factors to a Company



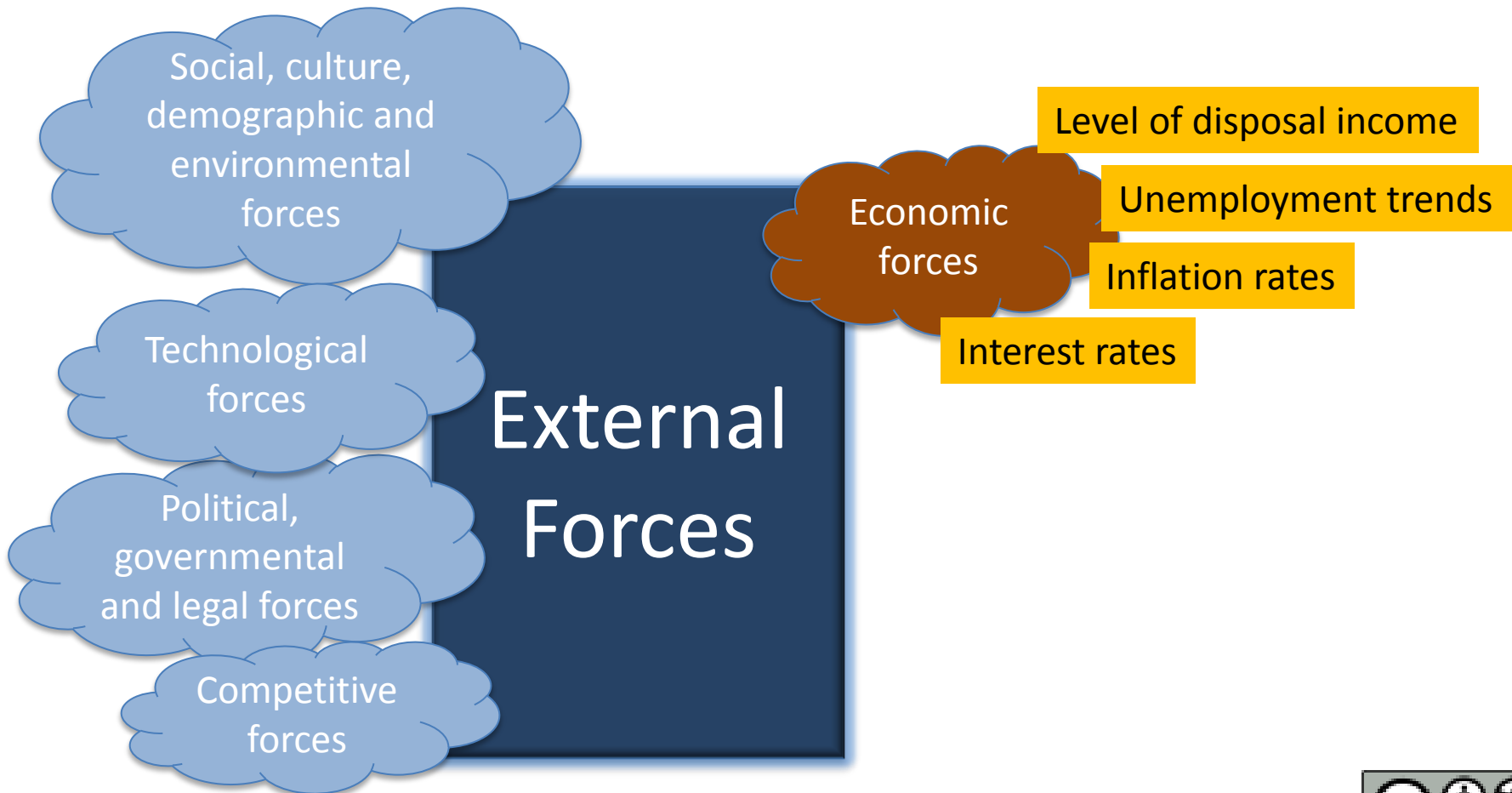
# Process of External Audit



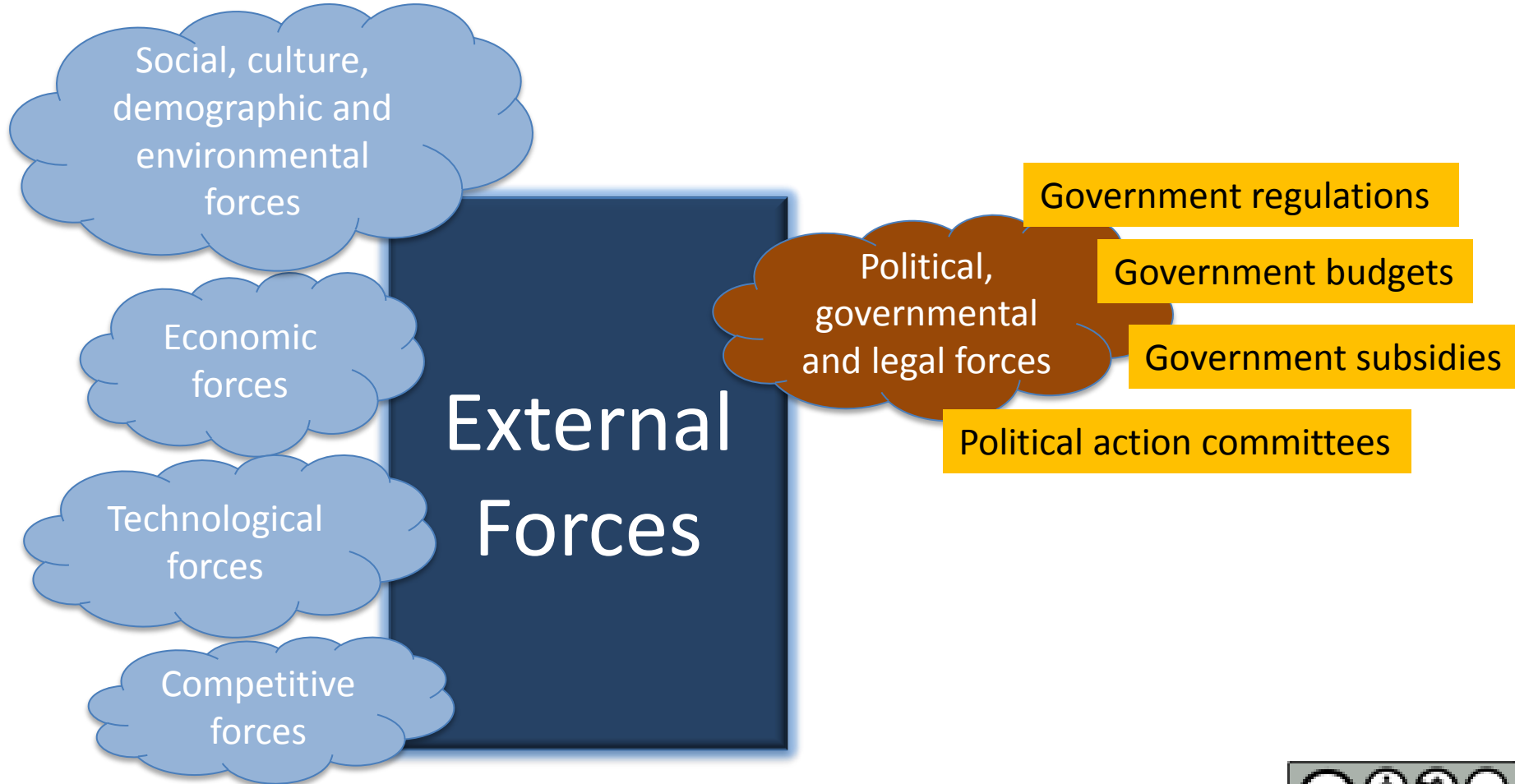
# External Forces



# External Forces

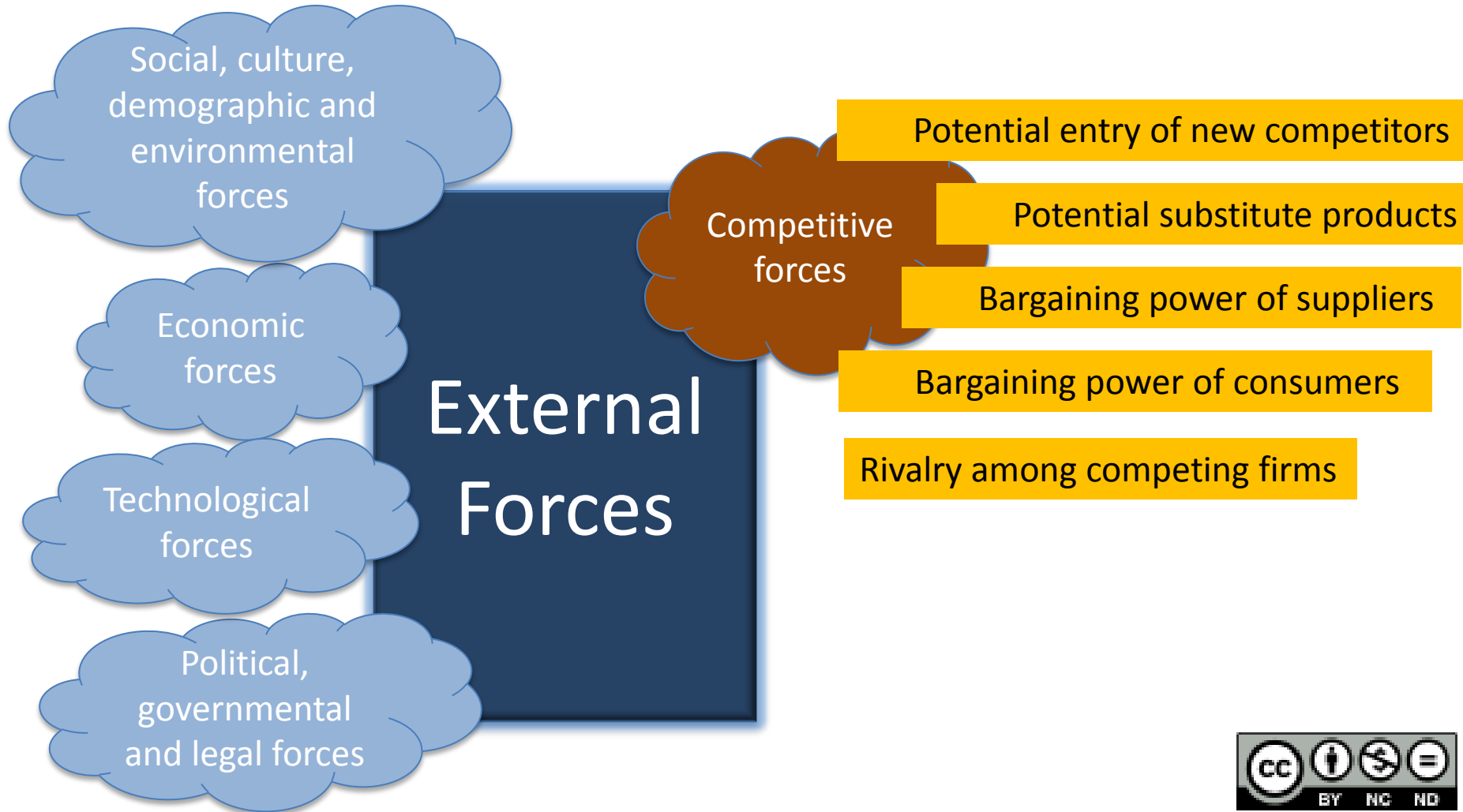


# External Forces

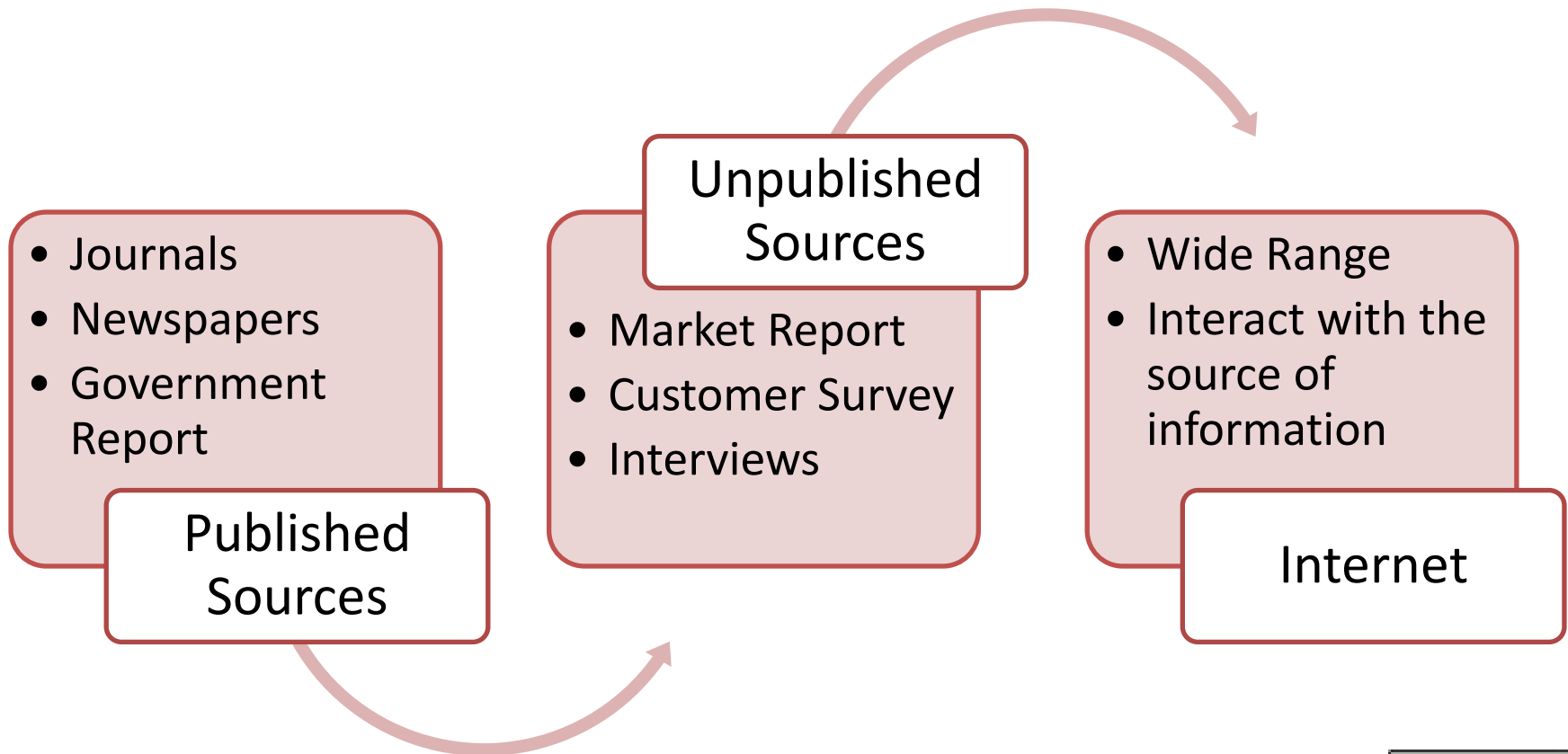




# External Forces



# Where to get the External Information?



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