

STRATEGIC MANAGEMENT Lesson 3: EFE & CPM Matrix Learning Activities

by
Cheng Jack Kie
Faculty of Industrial Management
jackkie@ump.edu.my



Learning Activities

- Develop the External Factor Evaluation (EFE)
 Matrix for three companies from three
 different industries.
- 2. Develop the Competitive Profile Matrix (CPM) for your university.
- Explain the differences between External Factor Evaluation (EFE) Matrix and Competitive Profile (CPM) Matrix.





