**Module 2 - SLP**

**THE EXTERNAL ENVIRONMENT, INTERNAL PROFILE, AND SWOT**

**Introduction:**

The MGT599 Session Long Project is designed to work in parallel with the Case Assignments, which build on each other module by module.

After completing the Module 2 Case Assignment, in which you wrote a 7- to 10-page paper integrating your internal and external company analysis of Pepsico and writing a formal company SWOT analysis, complete the following SLP assignment.

**Assignment Instructions:**

Using the same organization you chose in the Module 1 SLP Assignment, write a 2- to 3-page paper addressing the following assignment components based on the Module 2 Case Assignment.

**Assignment Components:**

1. Discuss one key strength, one weakness, one opportunity, and one threat you have observed in your chosen organization.
2. Based on the SWOT analysis you completed in the Module 2 Case Assignment, compare your deep analysis of Pepsico’s internal strengths and weaknesses, as well as its external opportunities and threats, to the key strength, weakness, opportunity, and threat you discussed above.
3. Often, strengths can be used to take advantage of opportunities, and weaknesses can be addressed to help overcome threats. In concluding your paper, propose what your chosen organization should do immediately to address the opportunity and threat you described.

**Note on Style:**

While you should use proper structure and formatting for this assignment as in all assignments, this SLP can be more journalistic in approach and style. While the Case Assignment required a specific business structure, the SLP is simply a narrative-style application and comparison of what you learned in the Case Assignment to the organization you chose for this assignment.

**SLP Assignment Expectations**

*Your paper will be evaluated using the grading rubric.*