**AN ACTION PLAN FOR ROBIN HOOD MINI-CASE (10 POINTS)**

**DETAILED INSTRUCTIONS OF HOW TO COMPLETE THE MINI-CASE ARE GIVEN BELOW.**

**FIGURE 7.1 TOWS MATRIX FOR ROBIN HOOD**

|  |  |  |  |
| --- | --- | --- | --- |
| **EXTERNAL** | **INTERNAL** | Strengths (S)  1. Size: More fighting men  2.  3.  4.  5. | Weaknesses (W)  1.  2.  3.  4.  5. |
| Opportunities (O)  *Favorable Trends*  1. Other forests available  2.  3.  4.  5. | | SO  1. Expand operations to other forests (S1,O1)  2.  3. | WO  1.  2.  3. |
| Threats (T)  Unfavorable Trends  1. Game (food) becoming scarce  2.  3.  4.  5. | | ST  1. Create separate group with a different mission – to hunt for food and not involved in robbing. (S1, T1)  2.  3. | WT  1.  2.  3. |

***After reading the Robin Hood Mini-Case on Canvas, consider Robin Hood and his band of Merry Men as an organization. Think of their activities and the issues that they face using management and business terms such as leadership, recruitment, revenue generation, expansion, diversification, competition, and the like.***

PLEASE WORK ON THIS DOCUMENT AS INSTRUCTED IN 3 STEPS BELOW - AND SUBMIT IT!

***STEP 1:*** *Identify elements of their organizational strengths and weaknesses. Examine the external environment and identify trends that represent opportunities and threats. Enter the items identified in the appropriate places in the TOWS matrix above in* ***Figure 7.1****.* **(in Red are my examples).**

***STEP 2:*** *Then enter your responses in the appropriate places in the TOWS matrix above in* ***Figure 7.1****.* **(in Red are my examples),** *by matching one by one, the elements from the “Internal” axis (S or W) with ones from the “External” axis (O or T) and write them as action step (that is, actions the organization can undertake) at the intersections in the boxes labeled SO, WO, ST, and WT. Track the source of the ideas for the match within parenthesis.*

***STEP 3:*** *Then type in your response in not more than 250 words for the following Question #1 in the box provided****: AND THEN UPLOAD THE ENTIRE WORD DOC TO CANVAS TO COMPLETE YOUR ASSIGNMENT!***

**Question #1: *Which TWO of the FOUR above alternatives or strategies (SO,ST,WO,WT) would you recommend - you can offer 1st preference and 2nd preference. And more importantly explain why – by identifying specific criteria or logic behind your choices.* (Type in your answer in this box in not more than 250 words)**