

## **Directed Work 05 : Strategic Diagnosis of the Company**

### **Exercise 1 : True / False**

State whether each statement is **True (T)** or **False (F)**.

1. Strategic diagnosis focuses only on the external environment.
2. Total quality aims for “zero defects.”
3. Using an internal team is always the best option.
4. Strategic diagnosis can be a permanent or occasional function.
5. Innovation may concern product, process, or organizational methods.
6. External teams generally have lower costs than internal teams.
7. Competitiveness includes the ability to adapt quickly to market changes.

### **Exercise 2 : Matching**

Match each concept with its correct definition.

#### **Column A (Concepts)**

1. Total quality
2. Innovation
3. External diagnosis
4. Internal diagnosis
5. Competitive advantage

#### **Column B (Definitions)**

- a. Analysis of the macroeconomic and competitive environment
- b. Introducing new products or improved processes
- c. What differentiates a company from its competitors
- d. Analysis of resources, skills, and internal functioning
- e. Aim for reliability and “zero defects”

### **Exercise 3 : Identify Opportunities and Threats**

A local food company notices:

- Rapid growth in demand for organic products
- New strict food safety regulations
- Entry of foreign competitors
- Rising consumer interest in local produce

### **Exercise 4 : Answer the following questions briefly:**

1. What is the difference between productivity and profitability?
2. In what situations is strategic diagnosis often carried out in SMEs?