

How an ETOP is created?

- 6) The preparation of ETOP involves dividing the environment into different sectors and then analyzing the impact of each sector on the organization. A comprehensive ETOP requires subdividing each environmental sector into sub-sectors and then the impact of each sector is described in the form of a statement environment threat and opportunity profile. - it is a technique to structure the environment for fundamental business analysis. It was developed by Quercus. The preparation of ETOP involves dividing the environment into different sectors and then analyzing the impact of each sector on the organization. A comprehensive ETOP requires subdividing each environmental sector into sub-sectors and then the impact of each sector is described in the form of a statement. A summary of ETOP may only show the major factors for the sake of simplicity.

The strategic managers must keep focus on the following dimensions

- 1) Issue selection:- There is a likelihood of arriving at incorrect priorities therefore focus must be on the issues which have been selected.
- 2) Accuracy of ETOP- The data must be collected from the good sources otherwise the entire process of environmental.