

Q6 How can EtoP is created

A6 Environmental Threat and Opportunity Profile (ETOP)

The Environmental factors are quite complex and it may be difficult of strategy managers to classify them into two categories to interpret them as opportunities and threats. A matrix of

Comparison is a graph where one item or factor is compared with other items where which the scores assigned are added and ranked for each factor and total weight age score calculated for prioritizing each of the factor.

This is achieved by brainstorming  
And finally the strategy manager  
uses his judgment to place  
various environmental issues in  
clear perspective to create the  
environmental threat and opportunity  
profile.