

## Ques 6 • Environment threat and opportunity profile (ETOP) :- ①

It is a technique to structure the environment for fundamental business analysis. It was developed by Glueck.

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
- 2) Accuracy of ETOP
- 3) Impact Study
- 4) Flexibility of Operations