Week 6 External and Internal Environments Assignment

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BUS499 Business Administration Capstone

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Date

1. **Introduction**
2. McKesson Corporation is a company in the healthcare industry and offer technology and distribution services
3. This paper will discuss McKesson Corp ‘s general environment, Porter’s five forces of competition, and SWOT analysis
4. **McKesson‘s General Environment**
5. ***Technological Segment***: This segment is focused on improving products and services the firm offer
6. **Legal Segment**: This segment focuses on how laws and regulations influence business activity
7. **Five Forces of Competition**
8. **Threat of Substitute Products:** This evaluates the availability of alternative products that meet similar customer needs in the market
9. **Competitive Rivalry:** This refers to the level of competition among firms within an industry
10. **Future Improvements**
11. Differentiation strategy
12. Improving the marketing strategy to create loyal customers
13. **Greatest External Threat**
14. Changing regulatory environment
15. Establishing systematic compliance program to manage regulatory risks associated with regulatory changes.
16. **Greatest Opportunity**
17. Investment in technology
18. Engaging in strategic relationship with organizations
19. **Strengths and Weaknesses**
20. Strategy/Tactic
21. Market development strategy.
22. Cost leadership strategy
23. **Resources, Capabilities and Core competencies**