Strategic Management Journal 2

Introduction

* Introduces the topic and states what will be discussed.

Caterpillar SWOT Analysis Table

* Provides a SWOT (Strengths, Weaknesses, Opportunities and Threats) of Caterpillar Inc. in a table to better understand the organization’s position.

Caterpillar Strengths

* Elaborates on the strength’s that the organization has and focuses on how these strengths were developed.

Caterpillar’s Weaknesses and Threats that have Common Themes

* Explains some of the common themes that can be seen from the organization’s weaknesses and threats.

Caterpillar’s Weaknesses compared with its Opportunities

* Compares the organization’s weaknesses and it’s opportunities to determine how they can be turned into major strengths.

Problem-Solving Strategies to Address Weaknesses and Threats

* Recommends strategies that the organization can use to solve its major weaknesses and threats that affect its position in the market.

Conclusion

References