

APL SCHEME

Name of Candidate

Assessor

Date of Assessment

UNIT (12)	DESCRIPTION	PERFORMANCE CRITERIA										COMMENTS
Fellowship Level: Strategy		1	2	3	4	5	6	7	8	9	10	
(1) What is your Company's Vision Statement? (2) Outline your Company's Mission Statement. (3) What kind of Business should your Company be in? (4) What are your firm's objectives? (5) State how your Company should persue its objectives. (6) Outline your Company's Competitive Strategy. (7) Do you have a five or ten year Longer Term Plan? If so outline in as much detail as possible. (8) State how often you review and where												

<p>necessary revise objectives.</p> <p>(9) Prepare a SWOT Analysis to examine your Corporate Strengths.</p> <p>(10) Conduct a Market Share analysis and consider your Market Growth Rate based on Market Mix.</p> <p>(11) Prepare an Inter-Firm Comparison.</p> <p>(12) Outline the type of Report you would prepare to present to your Board to cover a Short to Medium Term Strategy.</p> <p>(13) Explain what other Members of Staff are involved in the preparation of such reporting to the Board.</p> <p>(14) Confidentiality will be observed throughout the</p>											
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collection of your Evidence contained in your Portfolio.											