

Case study – Robert the Bruce

Name: _____ Date: _____

<p>SCENARIO – ROBERT THE BRUCE’S STRATEGIC DECISIONS</p> <p>Stephane: Robert the Bruce has long been a hard body goal.</p> <p>Clara: Yes, I’ve followed your lead about the business. I’ve been taking notes, and you’ve given me some advice. But we just haven’t thought again.</p> <p>Stephane: I already do.</p> <p>Clara: Right, sometimes you’re not sure you’re ready. I’ve been thinking about it, and I’ve been thinking about it.</p> <p>Stephane: Yes, indeed, well, we have a fully developed business plan with our strategy, and we’re looking for ways to implement it. We’re looking for ways to make our business plan a reality. We’re looking for ways to make our business plan a reality.</p> <p>Clara: Well, I’ve not seen it. I get the impression from the way you talk it sounds like you’re not sure you’re ready to do it.</p> <p>Stephane: That’s not a problem, no. Just let us know in advance what happens you need and we’ll arrange everything.</p> <p>Clara: Oh, well, I think that’s all I have to say. I’ll get back to you later. I’ll get back to you later.</p> <p>Stephane: Thank you very much. We’ll see you soon. We’ll see you soon.</p>	<p>SCENARIO – ROBERT THE BRUCE’S STRATEGIC DECISIONS</p> <p>Stephane: Well, Clara, the business plan is not a hard goal.</p> <p>Clara: Oh, I’m not sure you’re thinking of bringing a group of people together. I think you’re thinking of bringing a group of people together. I think you’re thinking of bringing a group of people together.</p> <p>Stephane: I’m not sure you’re thinking of bringing a group of people together. I think you’re thinking of bringing a group of people together.</p> <p>Clara: I’m not sure you’re thinking of bringing a group of people together. I think you’re thinking of bringing a group of people together.</p> <p>Stephane: Yes, indeed, well, we have a fully developed business plan with our strategy, and we’re looking for ways to implement it. We’re looking for ways to make our business plan a reality. We’re looking for ways to make our business plan a reality.</p> <p>Clara: Well, I’ve not seen it. I get the impression from the way you talk it sounds like you’re not sure you’re ready to do it.</p> <p>Stephane: That’s not a problem, no. Just let us know in advance what happens you need and we’ll arrange everything.</p> <p>Clara: Oh, well, I think that’s all I have to say. I’ll get back to you later. I’ll get back to you later.</p> <p>Stephane: Thank you very much. We’ll see you soon. We’ll see you soon.</p> <p>Robert the Bruce: The first and most serious technology innovation strategy.</p> <p>Stephane: (Smiling)</p>
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1. Write an SWOT analysis on Robert the Bruce’s business plan.

Strengths	Weaknesses	Opportunities	Threats
Strong business plan	Lack of resources	Market growth	Competition
Experienced team	Lack of capital	Government support	Technological change
Clear strategy	Lack of experience	Low interest rates	Globalisation
Strong network	Lack of connections	High demand	Regulatory changes
Good location	Lack of infrastructure	High unemployment	

2. Write the right answer (Right)

Question	Answer	Right
1. What is the main reason for the business plan?	It is a document that describes the business plan.	Yes
2. What is the main reason for the business plan?	It is a document that describes the business plan.	Yes
3. Is the business plan a document?	Yes, it is a document.	Yes
4. Is the business plan a document?	Yes, it is a document.	Yes
5. Is the business plan a document?	Yes, it is a document.	Yes
6. Is the business plan a document?	Yes, it is a document.	Yes
7. Is the business plan a document?	Yes, it is a document.	Yes
8. Is the business plan a document?	Yes, it is a document.	Yes