

IB Business Management – Pre-Released Case Study Nov 2017

Mikumi Secondary School – SWOT Analysis Activity



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IB BUSINESS MANAGEMENT – PRE-RELEASED CASE STUDY NOV 2017: SWOT ANALYSIS

Important! Bear in mind that the IB examiner is not looking for a nicely set out quadrant with brief bullet-pointed outlines of the identified Strengths, Weaknesses, Opportunities and Threats. It is also unlikely that an examination question will focus the SWOT on anything but Mikumi Secondary School and it will do so in a way to address two strategic options – student accommodation or the IT centre. Thus, the SWOT should be used to address questions associated with strategic analysis leading to strategic choice and the implementation of a strategy.

Explain why each point identified is relevant to the company. Use these explanations to draw overall, **justified conclusions**. Make it impossible for the examiner to award you anything less than full marks for the **critical thinking** component of the mark scheme!

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SWOT ANALYSIS FOR MIKUMI SECONDARY SCHOOL AS AT NOVEMBER 2017

1. Briefly identify and outline the important Strengths, Weaknesses, Opportunities and Threats associated with Mikumi Secondary School at the end of 2017 (when the strategic options will be under consideration) in the table below.

Strengths:	Weaknesses:
Opportunities:	Threats:

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2. Explain how each factor identified in the table above is likely to impact Mikumi Secondary School's current and future business operations. Examples have been provided to assist you in developing your own SWOT explanations.

STRENGTHS

- **Wealthy owner actively involved:** Jacob has the personal funds to be able to guarantee any bank loan the school may use to finance its expansion. Being actively involved in all aspects of the school (finance, operations, strategic planning, human resources, etc.), Jacob has good institutional knowledge of the school.
- **Residential boarding facilities:** Allows the school to secure students who reside too far away to commute. Student numbers are higher than they would be without this facility, and this increases total revenue for the school.

WEAKNESSES

- **Non-independent board/CEO:** There are advantages to MSS of having an independent board of directors/trustees. Stakeholders in a business rarely act without bias. Even when driven by what they believe are the best interests of the organisation, their opinions are informed by personal agendas and value systems. An independent board member can take a fresh, objective look at business challenges and opportunities, and offer advice that synthesises the perspectives of all parties while enabling the organisation to pursue short- and long-term business objectives.
- **Location limits numbers of potential students:** The school is physically located in a remote rural region where the population density is low meaning that they have limited potential customers (students) who can travel to the school each day.

OPPORTUNITIES

- **Poor secondary school opportunities for girls in the area:** As MSS is a good girls' secondary school relative to other educational opportunities for girls in the area, it has a point of positive differentiation from other local schools.
- **Equal rights for women/girls in constitution:** The growing status of women in society will likely translate into increased demand for a quality education for girls.

THREATS