

**Figure 2.1a-4: Strategic Planning Process Participants**

Key Factor	Who	Data Source
Strengths, Weaknesses, Opportunities, Threats	BE Director, Scooby Doodley	Baldrige self-assessment, Foodtruck reports, industry comparative data, informal consortium, general news and tabloids, monthly board meetings, information on Baldrige Award Recipients scores
Customer and Market Needs	Bo Doodley	Foodtruck reports, industry publications, customer illness surveys, industry assoc. memberships, industry Web sites, Employee Dining at Home Reports, informal restaurant consortium, Clandestine Diners Association, E-Chambers of Commerce, Adversary Board
Competitive Environment	CEO, Advisory Board	Different from above, Metropolitan Honolulu Business Group
Technology	Googly Doodley	Industry MIS Chef Study Group, public literature, supplier secrets, business magazines, informal consortium
Human Resource Needs	BE Director, Scooby Doodley	Employee dissatisfaction report, unauthorized industry comparative data, People Report, Foodtruck reports
<a href="#">Financial, Other Risks</a>	CFO	Accounting system, David & Bradley reports, informal restaurant consortium, NRA comparative information
<a href="#">Societal/Regulatory/Ethical Risks</a>	CEO, Dude Doodley	Metropolitan Honolulu and Maui Restaurant Associations, industry reports, Chambers of E-Commerce, Department of Health inspection and audit shutdown notices, HHS adversary boards, illegal Web sites
<a href="#">Sustainability</a> and Business Continuity	Bo Doodley	Information on Baldrige Award recipient scores, industry and business reports, technology vendor publications, business continuity sweatshops
Economic Changes	CEO	Metropolitan Honolulu Business Group, business publications, Federal Reserve Tan Book
Unique Factors	All	Partnerships for Free Dinners Delivery Service—Chambers of E-Commerce, phone tag directory Communication mechanisms—all previously unlisted sources (e.g., in P.1b[4] and 3.1a[3])

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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