Jamba Juince case. Paper details: You will work on the Jamba Juice (Case 31) within your text. The document containing expectations is located in Canvas as well as the Grading Rubric. Contract organizational values & discuss culture, create a stakeholder analysis and a develop a mission and vision based on textbook concepts. Using at least three strategic of the following tools strategic tools (SWOT, PESTLE, VRIO, or Porter Five Forces integrate concepts and theories from the text, analyze the company's general and industry environment, internal resources and intellectual assets and analyze the company's business-level and corporate-level strategies. Develop two goals and three SMART objectives for each goal. Provide an overview of the timetable and the required resources. Construct a document in APA 6th edition format effectively demonstrating mastery of written communication with a targeted audience. Using applicable textbook concepts and two outside professional sources to analyze underlying issues Your paper should be between 6 pages in length not including references and the cover page These SMART objectives should be based on the application of the textbooks concepts. For example, after completing a SWOT analysis, goals, and SMART objectives should help the firm maximize strengths, minimize weaknesses, take advantage of opportunities, and reduce threats. Many students struggled with creating SMART objectives for the first case. If there are no numbers to evaluate the effectiveness of the objectives, how can it be measured? I wanted to provide further help on SMART objectives. SMART objectives are what some students struggled with the most in the first case by being vague and not measuring or not quantifying it in any way. Please ask yourself how you can quantify the objective, so you know the progress or lack of that you are making? Below is an example of a goal with both a poor and well a written SMART objective. Do you see the difference? Which person is more likely to make their goal? Person A and Person B both have a goal of losing 20 pounds in three months Person A SMART Objective: Eat fewer calories and exercise more every week for the next 12 weeks. (Not SMART) Person B: SMART Objective: Eat no more than 1700 calories in one day and run three miles four times a week for the next 12 weeks (SMART) For our second case due at the end of week it is important to determine the key problems and use the strategic tools that were are learning to develop goals and SMART objectives. Examples of some of the strategic tools are those discussed this week such as the SWOT, PESTLE, and Porter’s Five Forces. I will be looking for them to be “applied” to Jamba Juice. For example, simply discussing what a SWOT analysis is not what I am looking for in this course. The development of a SWOT analysis for JAMBA and creating goals/ SMART objectives that help maximize strengths to minimize weaknesses and take advantage of opportunities and reduce threats is what one of your focuses should be for the assignment. The PESTLE can be used to help you determine the opportunities and threats.