

Here's a detailed reflective report based on the provided rubric and your subject on internal assessment in strategic management.

**\*\*Explanation of the Issue and Its Importance\*\***

The internal assessment is a crucial part of strategic management, as it enables organizations to gain insights into their resources, strengths, and weaknesses. This reflection will cover the content of what I learned, my experience during the preparation and presentation stages, and an evaluation of the group dynamics. Preparing this presentation allowed me to see the importance of analyzing internal factors such as resources, capabilities, and core competencies.

--- **### Reflective Report on Internal Assessment in Strategic Management** ---

**#### Introduction**

In this report, I reflect on the experience of studying and presenting the topic of internal assessment in strategic management. This process involved examining an organization's internal environment, focusing on identifying strengths, weaknesses, and strategic resources. Presenting this topic to the class offered me a deeper understanding of the material and provided valuable insights into both the preparation and delivery of a structured analysis. It became clear that without a thorough internal assessment, strategic decisions might lack alignment with the company's unique strengths. By understanding their internal environment, companies can position themselves effectively in competitive markets.

--- **### The Content** 1.2.