**Watch the video titled “Fruit Guys ─ Strategy,” located in Week 3 of your Blackboard course. Identify two or three (2-3) businesses that could use the five (5) questions the Fruit Guys used to determine effectiveness. Provide a rationale for your answer.**

The two businesses that I feel could use the five questions from the Fruit Guy’s interview to determine effectiveness would be retirement homes and contractors who are responsible for cleaning large businesses. I chose retirement homes for the elderly because I feel the employees responsibilities there can be under rated at times. I would imagine it would be hard to keep certified nursing assistance over a long period of time due to the heavy lifting, changing diapers and getting the patients dressed just to name a few. The video talked about how when a company has an employee who has value in their talent and does a good job of how offering benefits to their position could push the employee to stay loyal to the company longer therefore being able to provide more service while spending less on constantly hiring more people. With the contractors who are responsible for cleaning large buildings I chose them because a job like that would require specific instructions on how neat and tidy the company would want their business to look by opening the next day and the last thing they need is someone who feels underappreciated to half do their job. A large corporation who uses a cleaning service would have a reputation to uphold on the cleanliness of their building especially if it is like a law firm or maybe even a real estate business for example.

**Pick an organization with which you have familiarity. Then do a competitive environmental scan for that organization. Assess how the competitive environment for the company you researched affects the HR function for the organization. Determine which strategy would be best suited to address the effects discussed.**

An organization that I am familiar with is Wells Fargo Bank. The competitive environmental scan for that organization was its competition, the economics, technology as well as legal issues. These pointers are important to look into because they can be detrimental to the company’s reputation when their customers are leaving reviews not to mention experiencing the services they provide. These functions affects the HR function of the organization because people want to feel like they work for a winning company that is well respected. When working in a bank it can require hiring qualifications of Associate, Bachelors or even a Master’s degree so with going to school learning everything you can about working in a bank more than likely before applying to one an individual may want to get to know what they can about the company. If a company has bad ratings or a bad reputation it could potentially take away or scare off well qualified staff. The strategy I thought of that would be consistent with a bank was with using the S.W.O.T analysis.