Unit Assessment:

1. What are the four major external threats facing Chipotle and the four major opportunities? Realizing the importance of quantification in stating key factors, how could your factors be quantified? Identify specific estimates (numbers) for your factors.

Your response should be at least 200 words in length.
2. Describe the process of performing an external audit in an organization doing strategic planning for the first time.

Your response should be at least 200 words in length.