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Abstract

How does an organisation adapt and survive in the modern turbulent environment? How does an organisation explore its environment to highlight important emerging future threats or possible opportunities in the decision making process? This thesis explores the theory of environmental scanning, the methodologies involved and why it is a vital concept for organizations to adopt.

The purpose of this thesis is to consolidate key findings in the research of environmental scanning. There are multiple definitions on environmental scanning and the literature on the concept seems scattered through time. The thesis explores environmental scanning through a food company in Finland, evaluating the needs and capabilities for this particular organisation. The food industry has also been explored briefly within the thesis as this is where the case company operates.

In this thesis, the needs and capabilities of environmental scanning within the case company have been assessed by carrying out an empirical study selecting a hundred key individuals in the company mostly at the managerial and director level.

The thesis redefines environmental scanning from the many definitions available and brings together the different methodologies and examples of environmental scanning that has been used within organisations. As far as the author of this thesis is aware of, the use of the "peripheral vision scoring tool" has not been implemented in a case company this way before, making the study unique.

Key words	Environmental Scanning, Strategy Management , Knowledge , Weak signals
Further information	