**Table of Contents**

**USAA**

**Executive summary**

* + *Brief Outline of Organization*
	+ *History*
	+ *Vision*
	+ *Mission Statement*
	+ *Values*
	+ *Corporate Overview*

**Environmental Analysis**

***Internal Environment***

* *Strengths*
* *Weaknesses*

***External Environment***

* *Opportunities*
* *Threats*

**Benchmarking**

* *Identifying*
* *Comparing*

**Services**

* + *Insurance*
	+ *Banking*
	+ *Investing*
	+ *Real Estate*
	+ *Retirement Planning*
	+ *Shopping and Discounts*

**Strategic Objectives**

* + *Expand Membership Eligibility*
	+ *Improve Mobile Technology*
	+ *Grow Global Property and Casualty Insurance Market*

**Recommendations on Functional areas**

* *Management*
* *Finance*
* *Marketing*
* *Human Resources*