

Task Guide

SWOT Analysis

Responsible: Chief Officers & Marketing

Project Description:

The SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is a tool used for auditing an organization and its environment. It is the first stage of planning and helps marketers to focus on key issues. It provides a good framework for reviewing strategy, position and direction of a company or business proposition, or any idea. This analysis should be used to build on strengths, resolve weaknesses, exploit opportunities, and avoid threats.

Guidelines:

1. Conduct Internet research to educate yourself on the elements of a SWOT Analysis and how to conduct an effective analysis. DO NOT rely on just the instructions on this page!

Helpful websites:

- A. www.businessplans.org
- B. www.sba.org
- C. www.bizplan.com
- D. <http://www.entrepreneur.com/businessplan/index.html>
- E. www.score.org
- F. Do a google search – there are others!

2. Lead a class discussion on the various elements of SWOT and fulfill the following:

A. Conduct an Internal Audit

- 1. Determine your company's strengths. What resources and capabilities can be used as a basis for developing a competitive advantage
- 2. Determine your company's weaknesses. Where does the company struggle? Include the absences of certain strengths which may be viewed as weaknesses.

B. Conduct an External Audit

- 1. Determine your company's opportunities Where are there opportunities for profit and growth? explore partnerships with other VEs
- 2. Determine your company's threats. What external forces exist in the environment (virtual & real) which may present threats to the company?

Submit for grading with attachments

Attach in this order from top to bottom

- A. Printed Out-Your completed SWOT Analysis of your company.
- B. SWOT Analysis Rubric on Business Plan Written Document – Judges' Rubric. Use this score sheet to score your own SWOT Analysis of the business.