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INTRODUCTION TO BUSINESS

# MARKETING YOUR BUSINESS

By Ms. Tussey

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# SWOT ANALYSIS

MARKETING YOUR BUSINESS

## KEY POINTS

What is it

Why is it important

Considering Internal & External Factors



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# WHAT IS A SWOT ANALYSIS?

A SWOT analysis is a useful tool for a company to understand what forces internally & externally will affect its business or product launch.

"SWOT" is also an acronym.



S

STRENGTHS

W

WEAKNESSES

O

OPPORTUNITIES

T

THREATS

The S . W . O . T Analysis

# INTERNAL

## STRENGTHS

Attributes of the organization that are **HELPFUL** to achieving the objectives or overall goals

## WEAKNESSES

Attributes of the organization that are **HARMFUL** to achieving the objectives or overall goals



# EXTERNAL

## OPPORTUNITIES

External conditions that are **HELPFUL** to achieving the objectives or overall goals

## THREATS

External conditions that do **DAMAGE** or **HARM** your business's performance

- employees & leadership
- company's mission
- communication
- competitive advantage
- organizational structure
- training & development
- company culture
- company location, facilities, & equipment
- company assets
- qualities that separate you from your competition
- internal resources such as skilled, knowledgeable staff
- tangible assets such as intellectual property, capital, proprietary technologies
- overall, things your company does well

# STRENGTHS

# WEAKNESSES

- employees
- leadership
- company's mission
- communication
- organizational structure
- training & development
- company culture
- company location, facilities, & equipment
- things your company or product lacks
- things your competitors do better than you
- limited resources
- unclear unique selling proposition
- what do you need to improve
- what internal factors interfere with your success

- government or political climate
- a good economy
- competitors
- new laws or regulations
- current or prospective customers
- suppliers and vendors
- trends in the market or industry
- positive media coverage
- underserved markets for specific products
- few competitors in your area
- emerging need for your products or services
- press or media coverage of your company
- what are your goals as a company

# OPPORTUNITIES



# THREATS

- government
- a bad economy
- competitors
- new laws or regulations
- current or prospective customers
- suppliers and vendors
- trends in the market or industry
- negative press or media coverage
- emerging competitors
- changing regulatory environment
- changing customer attitudes toward your company
- what obstacles do you face

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INTERNAL

--- AMAZON FRESH ---

EXTERNAL

**STRENGTHS**

Vast selection of products  
Fast & reliable delivery  
Customer Service  
Brand Recognition  
Amazon infrastructure & logistics

**OPPORTUNITIES**

Additional acquisitions & partnerships  
Automation technology & new delivery models  
Online shopping trend  
Customer experience

**WEAKNESSES**

High cost for membership  
Lack of business foundation  
Less competitive unit price

**THREATS**

High volume of competitors  
Low count of physical storefront locations  
Cheaper prices in grocery stores  
New laws & regulations on food industry

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THE SWOT MATRIX

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POINTS ----- 20  
DUE DATE ----- WEDNESDAY, OCT 2ND  
SUBMISSION ----- SLIDE TEMPLATE IN GOOGLE CLASSROOM

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## SWOT MATRIX

You are to develop a **SWOT analysis** for your chosen company using the worksheet given to you. Once you have researched, brainstormed, and concluded what to put in each section, then you will **MAKE A COPY** of the **SLIDE TEMPLATE** under the assignment in Google Classroom. You are to construct your matrix, copy the slide, and then paste it back into the original template.

# ASSIGNMENT



You can pick any company you wish. You can conduct a SWOT analysis on the company as a whole or you can zoom in on one of their products

Some examples include:

- Apple
- UPS
- Hershey
- Coke / Pepsi
- As Seen on TV Products
- new technology / companies / apps
- Clothing Retailer
- Big Box Stores
- Streaming Devices
- Food / Restaurant

# PICK A COMPANY

THE SWOT ANALYSIS  
ASSIGNMENT