**SWOT Project**  Name:

Analyze A Real Business

SWOT analysis is a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers and managers to focus on key issues. SWOT stands for strengths, weaknesses, opportunities, and threats.

**→ Strengths** and **weaknesses** are internal factors.

**→ Opportunities** and **threats** are external factors.

1. You will be creating a VISUAL representing a real-life business’ SWOT Analysis (choose from company list below)
2. You will create your visual ALONE, however, you can choose a business that someone else is doing so that you can talk through the business’ SWOT
3. Use the graphic organizers below to organize your information
4. Print your final creation & hang up for a Gallery Walk
5. Be prepared to comment on each other’s creation using sticky notes

|  |  |
| --- | --- |
| **Business Chosen:** |  |
| **Short Description:**  |  |

|  |  |
| --- | --- |
| **Products & Services** | **Competitors** |
|   |   |
|   |   |
|   |   |
|   |   |

**Discussion Points:**

1. What is your company’s key situation or issue
2. What is your recommendation for future success?

|  |
| --- |
| SWOT Analysis Graphic Organizer Find at least three instances of each category. |
| Strengths1.
2.
 | Weaknesses1.
2.
 |
| Opportunities 1.
2.
 | Threats 1.
2.
 |

|  |  |  |
| --- | --- | --- |
| **Grading Rubric****Your visual must include:** | **Student Score** | **Teacher Score** |
| Images and graphics related to the company & topic |  /5 Points |  /5 Points |
| 3 strengths (internal - found in the company) |  /5 Points |  /5 Points |
| 3 weaknesses (internal - found in the company) |  /5 Points |  /5 Points |
| 3 opportunities (external-found outside the company)  |  /5 Points |  /5 Points |
| Three threats (external - found outside the company)  |  /5 Points |  /5 Points |
| Graphic organizer is fully completed with the discussion points answered in complete sentences  |  /5 Points |  /5 Points |
| **Total Points**  |  /30 Points |  /30 Points |

Adapted from Niki Kube, Business Educators Facebook group <https://docs.google.com/document/d/1op15MeAXSI-eC42cgRbPLz6nAIVYInDmJ1kh55-rhiQ/edit?fbclid=IwAR19NEgvyFo8MOL27UHiI7ELUs_S94oga3eWN95o_bH4eLJMQeaTs1lIfSQ>

**List of Companies to Choose**

Adidas

Amazon

Apple

BMW

Chipotle

Coca-Cola

Costco

Disney

Facebook

FedEx

Ford

Google

Home Depot

Johnson & Johnson

McDonald’s

Microsoft

Nestle

Netflix

Nike

Nintendo

Nordstrom

Pepsi

Samsung

Southwest Airlines

Starbucks

Target

Tesla

Twitter

Uber

Under Armour

Volkswagen

Walmart

Whole Foods