*Marketing Dynamics* Unit 3

# Activity 3-4 SWOT Analysis

## Directions

Prepare a SWOT analysis for your company. Be candid about the strengths, weaknesses, opportunities, and threats of your business.

## Activity

1. Use the information you gathered in Unit Activity 3-3 to complete this analysis. Add more lines if necessary. This document will be included in the Appendices of your marketing plan.

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| **SWOT Analysis** |
| **<<Your Company Here>>** |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
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1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity3-4.docx (i.e., JohnSmith\_UnitActivity3-4.docx).