*Marketing Dynamics* Unit 3

# Activity 3-3 Company Assessment

## Directions

You have completed the research for the competition. Now assess your product and company’s strengths, weaknesses, opportunities, and threats.

## Activity

1. Strengths

<<Place Answer Here>>

1. Weaknesses

<<Place Answer Here>>

1. Opportunities

<<Place Answer Here>>

1. Threats

<<Place Answer Here>>

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\_UnitActivity3-3.docx (i.e., JohnSmith\_UnitActivity3-3.docx).