*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.

|  |  |  |  |
| --- | --- | --- | --- |
| **SWOT Analysis** | | | |
| **<<Your Company Here>>** | | | |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

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).