

Conduct a SWOT Analysis

(Strengths, Weaknesses, Opportunities & Threats)

Section 2.1- Marketing Planning/ worth 30 points

Step 1- Define in complete sentences the 8 Key Terms on pg. 26 into your marketing notebook.

A SWOT Analysis is a company's planning efforts, and its business environment which it operates. The acronym for a SWOT (strengths, weaknesses, opportunities, and threats).

Step 2- Next, you will independently conduct a SWOT Analysis for a popular retail business of your choice (examples listed below). Only pick a company for which you are familiar with their products and prices. This will require online research about your chosen company; In addition, you will use your Marketing Essentials book to answer questions listed within the chapter.

Instructions- Handwrite a SWOT Analysis into your marketing notebook and give specific examples for both **Internal and External forces** which affect a company's success and failure in the market place. Must underline each of the 9 parts listed below within your SWOT Analysis report.

- Title- SWOT Analysis for (Company Name)
- Handwrite your name in the upper-right hand corner.

For Internal Analysis you will answer each of the questions for the following:

Company Analysis (27-29) must answer each of the 5 Internal Analysis questions posed below:

- Staff-related questions-** Does the company have too much or not enough staff? What is the quality of the staff?
- Financial questions-** Has the company been profitable? What is the company's sales history?
- Marketing Mix-** What new products have been successful and why? What are the current pricing strategies?
- Customer Analysis-** who are the customers? What do they typically buy?
- Competitive Position-** What is the company's market share? Who are the company's main competitors?

For External Threats (pgs. 30-33) must answer each of the 4 External Threats listed below.

- Political issues-** Are there any gov't restrictions imposed on your chosen industry?
- Economic issues-** What is the current economic outlook for the business?
- Socio-cultural issues-** Explain any customer trends affecting the industry?
- Technological issues-** Explain how technology has improved or changed your industry?

Your team must select a Company from one of these Industries for your SWOT Analysis:

Gas Stations Automobile Manufacturer Grocery Store chain Theme Park Airliner

Students will present their SWOT Analysis to the class for a grade.