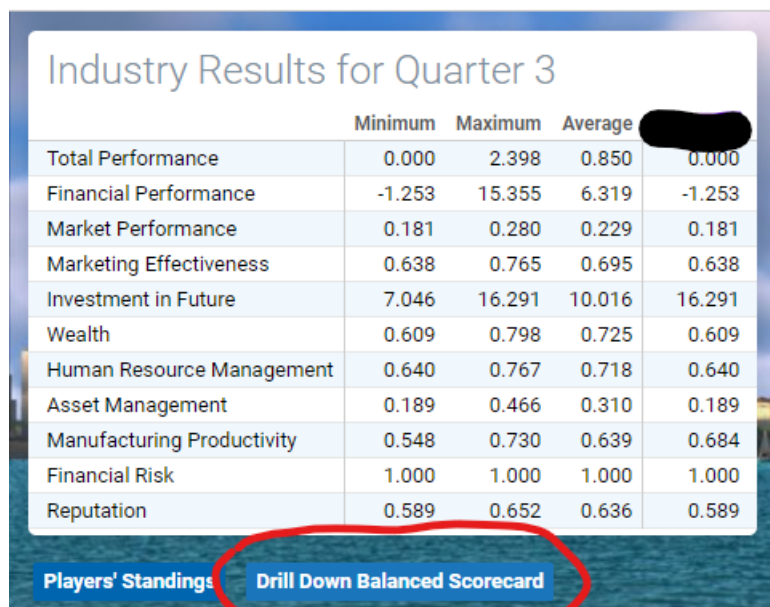


SWOT Analysis

Strengths and weaknesses are internal to the company. Threats and opportunities are external – created by your competitors. Keep in mind, the SWOT is what happened (past tense).

As one possible starting point, review your Balanced Scorecard (not the Cumulative Balanced Scorecard) and select the Drill Down Balanced Scorecard. Review the drill down balanced scorecard in your simulation. Although it highlights your company's strengths and weakness, by deductive reasoning it implies the strengths and weakness of your competitors which in turn could be your opportunities and threats. It is your responsibility to explain the SWOT using analysis that is based on data.

Balanced Scorecard



Industry Results for Quarter 3

	Minimum	Maximum	Average	
Total Performance	0.000	2.398	0.850	0.000
Financial Performance	-1.253	15.355	6.319	-1.253
Market Performance	0.181	0.280	0.229	0.181
Marketing Effectiveness	0.638	0.765	0.695	0.638
Investment in Future	7.046	16.291	10.016	16.291
Wealth	0.609	0.798	0.725	0.609
Human Resource Management	0.640	0.767	0.718	0.640
Asset Management	0.189	0.466	0.310	0.189
Manufacturing Productivity	0.548	0.730	0.639	0.684
Financial Risk	1.000	1.000	1.000	1.000
Reputation	0.589	0.652	0.636	0.589

Players' Standings **Drill Down Balanced Scorecard**