

## **Assignment 1: Personal SWOT Analysis and Startup Planning**

**Objective:** Understand your strengths, weaknesses, opportunities, and threats (SWOT) to identify a potential startup idea.

### **Instructions:**

#### **1. SWOT Analysis:**

- **Strengths:** List your personal strengths. Consider skills, knowledge, experiences, and resources.
- **Weaknesses:** Identify areas where you lack skills or resources.
- **Opportunities:** Look for external opportunities that you can take advantage of.
- **Threats:** Recognize external factors that could pose challenges to your plans.

#### **2. Startup Idea:**

- Based on your SWOT analysis, brainstorm a startup idea.
- Explain why this startup idea aligns with your strengths and how you plan to address your weaknesses.
- Discuss the opportunities and threats associated with this startup idea.

#### **3. Report:**

- Write a report (500-800 words) summarizing your SWOT analysis and startup idea.
- Include how you plan to leverage your strengths and opportunities while mitigating weaknesses and threats.

### **Submission Deadline:**