**SWOT Analysis**

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| Strengths: | Weaknesses: |
| Opportunities: | Threats: |

**SWOT Analysis**

**Example: Netflix**

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| Strengths:   * Original Content * Netflix was First and is Arguably Synonymous with Online Video Streaming * Algorithms for Suggested Shows * Deals with Media Companies for Exclusive Streaming * Vast Library of Programming | Weaknesses:   * Prioritizing Original Content Over Proven Favorites * Content Can Disappear at Any Time at the Company’s Discretion * Prices Have Hiked in the Past, Angering Consumers |
| Opportunities:   * DVDs Purchases and Rentals are Declining * Younger Generations Are Ditching Cable in Favor of Streaming * The Availability of the Internet * People Consume More Content Today Than Ever Before in History | Threats:   * Number of Streaming Competitors is Growing * Media Companies are Gaining Leverage and Demanding Higher Payments for Content * Some Online Videos Are Viewed for Free or Even Illegally |