Assignment 1 – Conduct a SWOT Analysis

Marriott International

AMC Marriott International, Inc. is an American multinational company that operates, franchises, and licenses lodging including hotel, residential and timeshare properties. It is headquartered in Bethesda, Maryland. The company was founded by J. Willard Marriott and his wife Alice Marriott

Sources: <https://www.google.com/finance/quote/MAR:NASDAQ>

The Challenge: <https://www.cnbc.com/2020/09/13/marriott-built-its-airbnb-before-coronavirus-crash-did-it-help.html>

Group Members:

**SWOT**

# Identify Strengths, Weaknesses, Opportunities, and Threats

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Internal Factors** | |  |
| **Positive** | Strengths | Weaknesses | **Negative** |
| Opportunities | Threats |
|  | **External Factors** | |  |