

SWOT Analysis

The purpose of this activity is for students to practice performing SWOT analysis on a company and understand how to think through each section of the analysis.

Part 1: Analysis

Students can work in groups or individually. Each student/group should choose a different company and perform a SWOT analysis. Students should use intuition and prior knowledge to think through a company’s strengths, weaknesses, opportunities and threats. They should supplement this with information from reputable news sources and the company's website.

Part 2: Record

Students should use the space below to record their observations and the results of their SWOT analysis.

Company	Strengths	Weaknesses	Opportunities	Threats