



SWOT Analysis Scenario

UNIT -I

Scenario 1

Haley's Vintage Hats is an online-only business that sells unique and affordable replicas of vintage designer hats.

Although the business is new, owner Haley Truit has been a milliner for many years. She operates Haley's Vintage Hats through an Etsy storefront and hopes that it will become successful enough that she can quit her other job and run her dream company full-time.

Scenario 2

Sedibeng Breweries is a medium-scale brewery located in the growing industrial center of Selebi Phikwe, Botswana. Their product is traditionally-brewed craft beer, targeted at white collar and working class Botswana alike.

Sedibeng's primary market advantages are their company culture, consistent "quality" branding, traditional brew recipes, and commitment to rural distribution.

Scenario 3

Replay Plastics recycles plastic waste into commercially viable products, using environmentally-friendly methods.

The company wants to capitalize on one of the recycling industry's highest-growth products—polyethylene terephthalate (“PET”), which is found in post-consumer beverage and water bottles—by establishing the western United States' first PET recycling plant. The recycled material from the PET plant will then be channeled into a brand-new Replay Plastics Packaging Division, which will produce extruded sheet plastic to sell to manufacturers.