**Activity Title: "Performing a SWOT Analysis for a Startup Business"**

**Objective:**

Students will conduct a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) on a fictional or real-world business. This activity will help them understand how to analyze internal and external factors that can affect the success of an organization.

**Materials:**

- Pen and paper or digital tools (Google Docs/Sheets, etc.)

- Projector or whiteboard (for group presentations)

**Group Size:**

4-5 students per group, or individual work for smaller classes.

**Time Required:**

45 minutes (30 minutes for activity, 15 minutes for presentation and discussion)

**Activity Breakdown**

**Part 1: Business Selection (5 minutes)**

Each group will choose a fictional or real-world business to perform a SWOT analysis on. Here are a few options for the business type:

- A local coffee shop planning to expand its menu.

- A tech startup developing a mobile app for fitness tracking.

- An e-commerce platform that sells eco-friendly products.

- A ride-sharing service competing with established players like Uber or Lyft.

**Deliverable:** Write a short description of the business, including its current market position and goals.

**Part 2: Conduct a SWOT Analysis (30 minutes)**

In this phase, the group will work together to brainstorm and analyze the \*\*Strengths, Weaknesses, Opportunities, and Threats\*\* of their selected business.

**Step 1: Strengths (7 minutes)**

- Task: Identify the internal strengths of the business. These are factors that give the business an advantage over its competitors.

- Questions to guide discussion:

- What does the business do well?

- What resources does the business have that competitors lack?

- What unique selling propositions (USPs) does the business offer?

**Deliverable:** A list of 3-5 strengths.

Example:

- Strong customer loyalty due to excellent service.

- Prime location in a busy city center.

- Highly skilled staff that delivers personalized customer experiences.

Step 2: Weaknesses (7 minutes)

- Task: Identify the internal weaknesses of the business. These are areas where the business could improve or factors that put it at a disadvantage.

- Questions to guide discussion:

- What aspects of the business need improvement?

- Where are the resources lacking?

- Are there any internal processes or skills missing?

**Deliverable:** A list of 3-5 weaknesses.

Example:

- Limited marketing reach due to a small budget.

- Inconsistent product quality on certain days.

- Lack of an online presence compared to competitors.

Step 3: Opportunities (8 minutes)

- Task: Identify external opportunities that the business can take advantage of to grow or improve. These are external factors that could provide new revenue streams or growth prospects.

- Questions to guide discussion:

- What are the market trends the business can benefit from?

- Are there any emerging customer needs that the business could meet?

- Are there potential partnerships, collaborations, or expansions to explore?

**Deliverable:** A list of 3-5 opportunities.

Example:

- Expanding into online delivery as demand for e-commerce rises.

- Partnering with local suppliers to offer fresh and unique products.

- Increasing eco-consciousness among customers creates demand for sustainable products.

**Step 4: Threats (8 minutes)**

- Task: Identify external threats that could negatively impact the business. These are external factors that might pose risks or challenges.

- Questions to guide discussion:

- What obstacles does the business face in the market?

- Who are the competitors and how strong are they?

- Are there economic, legal, or environmental factors that might affect the business?

**Deliverable:** A list of 3-5 threats.

Example:

- New competitors entering the local market.

- Economic downturn leading to reduced consumer spending.

- Supply chain disruptions affecting product availability.

**Part 3: Present and Discuss (15 minutes)**

Each group will present their SWOT analysis to the class, explaining their key findings in each area and how they believe the business can leverage its strengths and opportunities while mitigating its weaknesses and threats.

**Discussion Questions:**

- How can the business use its strengths to address its weaknesses?

- Which opportunities should the business prioritize and why?

- What strategies could the business implement to protect itself from identified threats?