**Assignment**

1. **When SWOT analysis is done or conducted?**

A SWOT analysis is an evaluative process that individuals or businesses conduct to find out their position, especially how competitive they are to other companies or when important decision is to make.

An entity will typically conduct a SWOT analysis to assess the state of the company, etc., often before considering some action like expansion, and can help increase things like market value or share.

SWOT analyses are strategic tools that can help a company or individual plan for the future.

For business, doing a SWOT analysis can help reorient or even create priorities by understanding all the elements that contribute to the company’s success or failure—even if it is preventative.

1. **SWOT analysis of Coca Cola Company.** 