



**Business Virtual Learning**

**Course: Intro to Business**

**Lesson: SWOT Analysis**

**April 17, 2020**



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**Objective/Learning Target: Students will be able to:**

- (1) Define SWOT Analysis and how to effectively utilize the analysis in business.**
- (2) Complete a SWOT Analysis on a business idea**

# Lesson Starter

Look at the words below and put one personal trait or item for each criteria.

- Strength:
- Weakness:
- Opportunity:
- Threat:



# Lesson Starter Continued:

With your responses, you have conducted a mini  
**Self SWOT Analysis.**

SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. The SWOT Analysis is a common business tool used to help analyze a business and create strategies to improve. This tool can also be used on a personal level as a self analysis tool. This would be for people looking for ways to evaluate and improve themselves.

# What is SWOT Analysis?

**Definition:** SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.



In today's lesson, we will be learning how to complete a SWOT Analysis and use it to develop a strategic plan.

Please watch the video to see an example of SWOT Analysis over the company Starbucks.

Link:

<https://youtu.be/mR9eICQJLXA>

# Activity: Creating a SWOT Analysis

As you watch this video, you will need paper and a writing utensil.

Directions: I would like you to start creating a SWOT Analysis over your business idea from the previous lessons. Use this video to help guide you in creating the diagram and providing ideas that will go in each category.

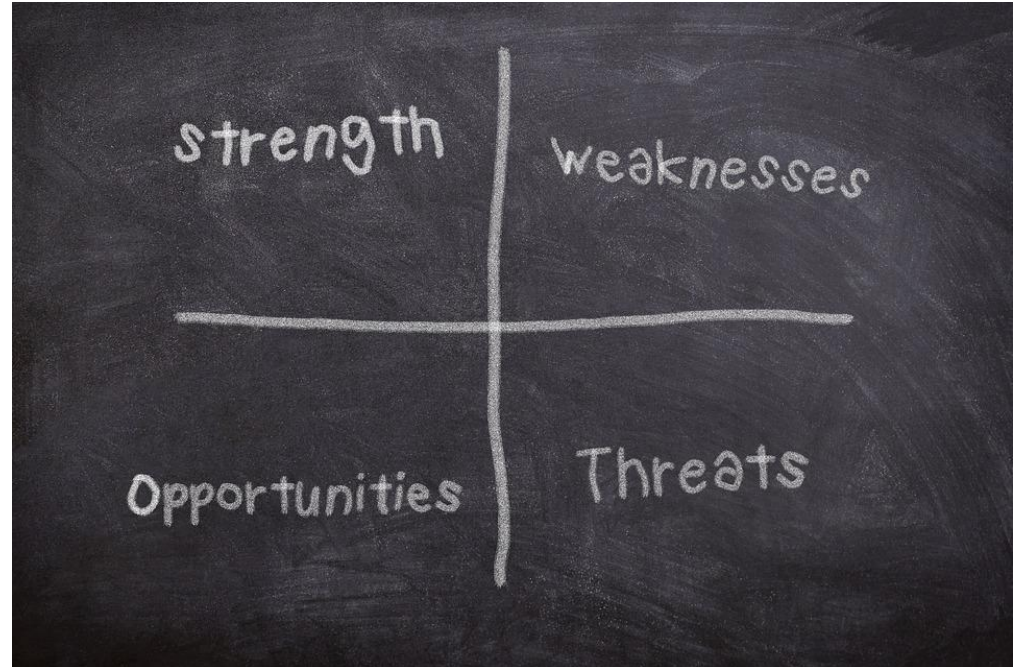


Link:

<https://youtu.be/JXXHqM6RzZQ>

## Activity Continued: Create an Improvement Strategy

**Directions:** On the same sheet of paper as your SWOT Analysis, I want you to try and write a short paragraph about what strategy you could implement to improve your business idea. You will need to use the items listed in each category as your reasoning why you believe the strategy is needed and would be effective.





# Enrichment Activity: Create a Company SWOT Analysis

**Directions:** Create a SWOT Analysis over a company that you like or admire. Examples could be companies like Nike, McDonalds, or Apple. You may need to do some additional research to find items for each category. You should have at least 4 items in each category. After you complete the analysis, provide your ideas for a new strategy to improve the company.