

# SWOT Analysis

SWOT OBJECTIVE:

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## STRENGTHS

1	
2	
3	
4	
5	
6	
7	

## WEAKNESSES

1	
2	
3	
4	
5	
6	
7	

## OPPORTUNITIES

1	
2	
3	
4	
5	
6	
7	

## THREATS

1	
2	
3	
4	
5	
6	
7	

- Guide:**
- 1.) Complete SWOT Objective, row 6
  - 2.) List ideas/themes from your brainstorm session in each of the four quadrants
  - 3.) Prioritize each quadrant from highest to lowest priority

# SWOT Analysis Example

## STRENGTHS

- 1 Strong Brand Recognition
- 2 High Market Share
- 3 Experienced Management Team
- 4 Continuous R&D
- 5 Diverse Product Line
- 6 Creativity of Packaging & Flavors
- 7

## WEAKNESSES

- 1 Large Company - Can Loose Focus or Have Conflicting Problems
- 2 Positioning Focused on Teenagers Only
- 3
- 4
- 5
- 6
- 7

## OPPORTUNITIES

- 1 Growing Demand for Convenience Food Products
- 2 Growing Demand in International Markets
- 3 Growing Demand for Product Accompaniments
- 4
- 5
- 6
- 7

## THREATS

- 1 Saturated Markets
- 2 Easy Market Entry for Competitors
- 3 Strong Competition
- 4 Technology Advances Making Current Products Old News
- 5
- 6
- 7