

Developing a SWOT Analysis

Name: _____

Pick a company that interests you then develop a SWOT analysis for that company. You must include 2 items under each factor. Please use the table format below. Remember when doing SWOT analysis that opportunities and threats are outside of the firm (external) and strengths and weaknesses are inside the firms (internal).
(25 points)

Company: _____

Brief description of what the company does:

Strengths	Opportunities
Weaknesses	Threats