Chapter 5

**Activity 5-4 SWOT Analysis**

**Directions:** Complete the following SWOT analysis for your company.

1. In the first column, list at least four strengths you think your business has.
2. Column two, be honest and list your company weaknesses.
3. In the next column, list the opportunities you have for your business.
4. Finally, list the threats that could keep your business from being successful.

## SWOT Analysis

<<Your Company Here>>

|  |  |  |  |
| --- | --- | --- | --- |
| Strengths | Weaknesses | Opportunities | Threats |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. Did you change any of your plans based on this information? If so, why?

<<Place Answer Here>>

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_Activity5-4.docx (i.e., JohnSmith\_Activity5-4.docx).