Unit 3

**Activity 3-4 SWOT Analysis**

**Directions:** Prepare a SWOT analysis for your company. Be candid about the strengths, weaknesses, opportunities, and threats of your business.

1. Use the information you gathered in Unit Activity 3-3 to complete this analysis. Add more lines if necessary. This document will be included in the Appendices of your marketing plan.

**SWOT Analysis**

<<Your Company Here>>

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| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
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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*\_UnitActivity3-4.docx (i.e., JohnSmith\_UnitActivity3-4.docx).