

What is SWOT Analysis?

Worksheet

SWOT stands for Strengths (internal advantages), Weaknesses (internal disadvantages), Opportunities (external favorable conditions), and Threats (external obstacles). Together they paint a complete strategic picture.

Questions

1. A new competitor entering your market is a SWOT

- A) Strength
- B) Weakness
- C) Opportunity
- D) Threat

2. Your R&D team's expertise is a

- A) Threat
- B) Weakness
- C) Strength
- D) Opportunity

3. New regulations requiring safer products are

- A) Strengths
- B) Weaknesses
- C) Opportunities
- D) Threats

4. Which pair must you improve?

- A) Strengths and Opportunities
- B) Weaknesses and Threats
- C) Threats and Strengths
- D) Opportunities and Weaknesses

5. SWOT for a new coffee shop startup.

6. SWOT for a mobile app in a mature market.

7. SWOT for an established retail brand.

8. Define: What does SWOT stand for?

9. Define: Which are internal factors in SWOT?

10. Define: Which are external factors?

Answer Key

1. D) Threat - External and negative - it's a Threat.
2. C) Strength - Internal advantage - a Strength.
3. D) Threats - External and constraining - a Threat (though those with safety expertise might see Opportunity).
4. B) Weaknesses and Threats - Mitigate Weaknesses (reduce internal gaps) and Threats (reduce external risk).
5. Strengths: Owner's coffee expertise, unique roasting method. Weaknesses: Limited capital, no brand recognition, small location. Opportunities: Growing coffee culture, online delivery, corporate catering. Threats: Big chains (Starbucks), rising rent, supply chain disruptions.
6. Strengths: Fast, intuitive UI; engaged user base. Weaknesses: Small marketing budget, fewer features than competitors. Opportunities: AI integration, emerging markets, B2B licensing. Threats: Larger rivals copying features, regulatory changes, churn.
7. Strengths: Brand loyalty, logistics network, purchasing power. Weaknesses: Slow to innovate, high overhead, legacy systems. Opportunities: E-commerce expansion, new markets, sustainability trend. Threats: E-commerce disruptors, changing consumer habits, supply shocks.
8. Strengths, Weaknesses, Opportunities, Threats.
9. Strengths and Weaknesses - things inside your control.
10. Opportunities and Threats - things outside your control but affecting you.

Bounlu

All cards, step-by-step solutions and an AI tutor are in the Notek app.
Promy turns exam dates into automatic reminders.