

What is a SWOT Analysis?

Worksheet

SWOT analysis is a four-quadrant framework - Strengths, Weaknesses, Opportunities, Threats - used to evaluate a business's internal capabilities and external environment before making a strategic decision.

Questions

1. What does the 'O' in SWOT stand for?
 - A) Objectives
 - B) Opportunities
 - C) Operations
 - D) Outcomes
2. Which SWOT category is internal to the organization?
 - A) Threats
 - B) Opportunities
 - C) Weaknesses
 - D) Market trends
3. A new competitor entering the market is best classified as a:
 - A) Strength
 - B) Weakness
 - C) Opportunity
 - D) Threat
4. Why do businesses use SWOT analysis?
 - A) To calculate quarterly tax owed
 - B) To evaluate internal capability against external conditions before a decision
 - C) To set employee salaries
 - D) To audit financial statements
5. A coffee shop chain is deciding whether to open a new location downtown.
6. A software startup is planning its Series A pitch.
7. A family-owned bakery wants a SWOT before switching suppliers.
8. Define: What does SWOT stand for?
9. Define: Which two SWOT factors are internal?
10. Define: Which two SWOT factors are external?

Answer Key

1. B) Opportunities - O stands for Opportunities - favorable external trends a business can exploit.
2. C) Weaknesses - Weaknesses are internal shortcomings the organization controls, unlike Threats which are external.
3. D) Threat - A new competitor is an external risk to the business - a Threat.
4. B) To evaluate internal capability against external conditions before a decision - SWOT is a strategic planning framework, not a financial or payroll tool.
5. Strengths: strong brand loyalty and a proven menu Weaknesses: high staff turnover at existing stores
Opportunities: a new office building bringing 2,000 workers nearby Threats: two competing chains already have leases in the same block
6. Strengths: patented algorithm and a 40% month-over-month growth rate Weaknesses: only one enterprise customer and a thin sales team Opportunities: a large competitor just shut down, freeing up its customers
Threats: a well-funded rival is building a similar feature set
7. Strengths: loyal local customer base and low overhead Weaknesses: no e-commerce or delivery option
Opportunities: the new supplier offers 15% lower flour costs Threats: flour prices are volatile and the new supplier is farther away, raising delivery risk
8. Strengths, Weaknesses, Opportunities, Threats.
9. Strengths and Weaknesses - things the organization controls.
10. Opportunities and Threats - things happening in the market the organization doesn't control.

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