_____ Date: ____



Chapter 4 Review

Create and Design

Instructions

A SWOT analysis is a way for businesses to evaluate how well they can meet challenges of a new product or project by analyzing its strengths, weaknesses, opportunities, and threats. Choose a business and analyze its competitive position within its industry by answering the questions below. Then use your answers to create a business profile demonstrating its competitive position.

1. Complete the following information about a business of your choice.

Name of Business:

Industry:

Market Profile

• What products are being sold in the market?

• How big is the market?

• What technological advances are involved in this market?



Target Market

• What are the wants and needs of these potential customers?

• What products are people demanding?

• What similar products are competing to meet this demand?

Competition Analysis

• Where are competitors' strengths?

• Where are their weaknesses?



• Do they better meet customer wants and needs?

• What opportunities and threats are present in the market?

Product Delivery

• How does the business's product meet customer wants and needs?

• What are the product's strengths?

• What are its weaknesses?



2. Use your answers to Part 1 to write a brief paragraph summarizing the business's strengths, weaknesses, opportunities, and threats.