

YOUNG ENTREPRENEUR FOUNDATION

SWOT

Exercise 2-5

SWOT: Strengths, Weaknesses, Opportunities, Threats

Chose a company on which to perform a SWOT Analysis. Write at least one point for each below:

Company:__

Strength

Weakness

• Opportunity

Threat

• Market Strategy Action

Optional: Use the 2-5 SWOT CHART HANDOUT