April 14-18

Goal: To discover how a SWOT analysis is utilized in business

Description: The SWOT analysis has been used for many years by companies as a tool to help them make decisions about their organization. This presentation talks about the role SWOT analysis plays in altering business strategies and ultimately determining their success. The different parts of the analysis are broken down and discussed piece by piece. Examples of each function are given, as well as an example of the analysis as a whole.

| M |  | Present |
| --- | --- | --- |
| T | Present |
| W | Hand out the SWOT Analysis Vocabulary Handout which should be used as reference material during the presentation. Show the SWOT Analysis presentation. |
| Th | Introduce the SWOT Analysis project and allow students ample time to complete it. Encourage students to contact their business of choice to discuss the project. |
| F | No School |