

## SWOT Analysis

Pick a company (or industry or function) you are targeting and complete a SWOT analysis.

**Strengths:** What are the strengths of the industry, market, or company, and how are they being engaged?

**Weaknesses:** What is the main weakness of the industry, market, or company, and how can it be turned around?

**Opportunities:** What changes or opportunities are happening now or predicted in the market or company (like regulations, technology, globalization)?

**Threats:** Who are the key competitors and what differentiates them (opportunities and threats)? What potential changes might impact the market negatively?

