

## MECS3016 SWOT Analysis task

This is a discussion about SWOT analysis (which you will have to include in your portfolio)

1. Discuss the differences between the strengths/weaknesses and opportunities/threats.
2. What might be the relationships between these?

The phrases below are some key marketing phrases that will be useful for the SWOT analysis. For this task, **please pick out a few issues that you could apply in your own SWOT analysis.** You can look up any phrases that you are not familiar with and you can discuss which ones might apply with someone sitting near you – or in a group if you prefer.

SWOT analysis: Company product/reputation

SWOT analysis: Market share

SWOT analysis: Product's ability to meet market needs

SWOT analysis: Product's ability to meet market trends

SWOT analysis: Value product brings to the market

SWOT analysis: Product quality

SWOT analysis: Customer service and support quality

SWOT analysis: Quality/effectiveness of past marketing

SWOT analysis: Pricing

SWOT analysis: Distribution

SWOT analysis: Geographical Location

SWOT analysis: Operational Leadership

SWOT analysis: Financial strength

SWOT analysis: Manufacturing capabilities

SWOT analysis: Responsiveness of workforce