

Homework/Exercise 2-5 – SWOT CHART

SWOT stands for: Strengths, Weaknesses, Opportunities and Threats. Businesses use many tools to gather and analyze information and a SWOT chart is easy to use.

Step 1: Review the SWOT Chart Sample at:

<http://www.visionforward.com/downloads/swotchart.pdf>.

Step 2: Complete the following questions:

- Comment on the “strengths and weaknesses” component of the chart. What information seems to be found here?
- Comment on the “opportunities and threats” component of the chart. What information seems to be found here?
- Comment on the “action” section of the chart. What is happening in this section?
- What are ways you could use a tool like this as a business owner? *(Hint to get ball rolling: Think about your business idea, and the dog salon exercise.)*