



Summer Task for 1st Year A-level Business.

Firstly, welcome to your first year studying A-levels with us and in particular my subject, A-level Business. I have a relatively straight forward task for you to complete during the summer that I would like you to bring with you for your first lesson.

What is a SWOT analysis?

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Studying business involves the use of a lot of different modelling structures and SWOT is one of the basic and most fundamental ways that a business can see, at a glance, its position in relation to its competitors; in some cases this can also inform strategic planning but we will discuss this at a later point during the year.

Task

What I would like you to do for me is choose one of your favourite companies....ideally a company that you are familiar with and have purchased one or more products from recently. I might suggest looking at Apple, Spotify, Netflix, ASOS, Pretty Little Things, Amazon or eBay or something equally familiar to you.

Using the internet and your own knowledge consider what the Strengths and Weaknesses are of that company and complete the grid included. Once you are happy that you have considered as many things as you can I would like you to take this one step further and consider what the Threats to the company are and also what Opportunities your chosen company could have in the future.

In addition, you'll notice that Strengths and Weaknesses are one colour and Opportunities and Threats are in a different colour, can you explain why that might be? Write your answers on the back of the SWOT analysis grid provided.

Some things to Consider – there are others!

How does your chosen company sell it's products to customers?

What kind of prices do they charge compared to other companies?

Are there any social, environmental and/or political consequences to production, shipping and durability?

What marketing do they use?

Where are the products available? (local, national, global)

Strengths	Weaknesses
Opportunities	Threats

SWOT analysis (4)



Strengths

- *Characteristics of the business or project that give it an advantage over others.*



Weaknesses

- *Characteristics of the business that place the business or project at a disadvantage relative to others.*



Opportunities

- *Elements in the environment that the business or project could exploit to its advantage.*



Threats

- *Elements in the environment that could cause trouble for the business or project.*