



## GROUP ASSIGNMENT 3

### COMPANY & COMPETITIVE SWOT analysis

You will work on your chosen industry and identify what company you want to use – you are the **“manager”** of that company



# GROUP ASSIGNMENT 3: – COMPANY & COMPETITOR SWOT ANALYSIS (1/2)

## COMPANY YOU WANT TO USE – YOU ARE THE “MANAGER” OF THAT COMPANY

- ✓ Each team to analyze your project company and one main competitor
- ✓ Total ppt slide submitted – 4 slides + COVER PAGE, Appendix unlimited
- ✓ No Presentations only submission
- ✓ Due: Next Class
- ✓ *Note: Please feel free to design your ppt slides to be creative, reflective of your business and competitors. Please feel free to add charts, graphs and photos, figures, etc. to communicate your points across.*

### Details below

PART I: 2 slides ( one for company and one for competitor)

#### **1. COMPANY AND COMPETITIVE ANALYSIS (GENERAL)**

1.1 Start with identifying Mission and Vision of the company

1.2 What is their (marketing mix) offer?

1.3 What is their competitive advantage?

1.4 How well are they performing?



## GROUP ASSIGNMENT 3: COMPANY & COMPETITOR SWOT ANALYSIS ( 2/2)

YOU WILL WORK ON YOUR CHOSEN INDUSTRY AND IDENTIFY WHAT COMPANY YOU WANT TO USE – YOU ARE THE “MANAGER” OF THAT COMPANY

### PART 2: CONDUCT SWOT ANALYSIS

#### 2.1 One SWOT for your chosen business

#### 2.2 One SWOT for your main competitor

- Create one ppt slide with at least five bullet points for each element of SWOT ( total 2 – one for your company, one for your main competitor)
- After analysis, 2 sentences below on what will you want to focus on to grow your business and what would competitors do to focus growing their business?
- Please do some research ( primary, secondary) to back up your analysis.
- *Aim: Build analytical skills, presentation & creativity skills and familiarize with industry.*

