

STRCB/581 Competency 1 Assessment and Rubric

Course Title: Strategic Planning & Implementation

Competency Assessment Title: Modified SWOT Analysis

Total Number of Points: 100

Assignment Directions

Successful businesses regularly analyze their processes to ensure they're operating as efficiently as possible and maintaining their competitive advantages. Although you can assess a company in many ways, a common technique is the SWOT analysis. In this assignment, you'll practice using SWOT analysis to better understand the factors involved in making business decisions that promote a sustainable competitive advantage.

Note: You can view sample SWOT analyses by visiting the University Library > Databases > B > Business Source Complete: SWOT Analyses.

Select and **research** a company from the 2020 Fortune 500 list that demonstrates a sustainable competitive advantage in the marketplace. You may also choose to use your current employer or a company you've worked for in the past as long as you have sufficient data to complete the assignment.

Evaluate the selected company's sustainable competitive advantage using the SWOT analysis technique.

Write a 700- to 1000-word modified SWOT analysis that includes the following:

- An introduction with a detailed description of the company
- A SWOT analysis diagram that includes strengths, weaknesses, opportunities, and threats
- An evaluation of how specific internal factors (strengths and/or weaknesses) support and/or promote a sustainable competitive advantage. Examples may include:
 - Financial, physical, or human resources
 - Access to natural resources, trademarks, patents, or copyrights
 - Current processes (employee programs or software systems)
- An evaluation of how specific external factors (opportunities and/or threats) support and/or promote a sustainable competitive advantage. Examples may include:
 - Market trends (new products or technology advancements)
 - Economic trends (local and/or global)
 - Demographics
 - Regulations (political, environmental, or economic)
- A conclusion with an evaluation of how the company has retained its competitive advantage

Include in-text citations and a reference page with at least 2 sources. Note: You may include your textbook as 1 of the sources.

Competency Assessment Rubric

Assignment/Performance Criteria	<i>Mastery</i> 100%	<i>Meets Expectations</i> 85%	<i>Not Met</i> 0%
1. Introduction and company description (weight 20%)	The introduction thoroughly oriented the reader to the company's history and presence in the marketplace and the company description thoroughly used detailed language to illustrate the company's success and sustainable competitive advantage.	The introduction mostly oriented the reader to the company's history and presence in the marketplace and the company description mostly used detailed language to illustrate the company's success and sustainable competitive advantage.	The introduction somewhat oriented the reader to the company's history and presence in the marketplace, the company description somewhat used detailed language to illustrate the company's success and sustainable competitive advantage, or introduction and/or company description was not included.
2. SWOT analysis diagram (weight 10%)	The diagram included all required components, was presented in a format that fully showcased the information clearly and left the viewer with no unanswered questions.	The diagram included most of the required components, was presented in a format that mostly showcased the information clearly, and the viewer was left with few unanswered questions.	The diagram included some of the required components, was presented in a format that somewhat showcased the information clearly, the viewer was left with some unanswered questions, or diagram was not included.
3. Internal factors evaluation (weight 25%)	The evaluation thoroughly supported the SWOT Analysis Diagram and provided thorough insight into the connections between the company's internal factors and its sustainable competitive advantages from a creative and innovative perspective.	The evaluation thoroughly supported the SWOT Analysis Diagram and provided thorough insight into the connections between the company's internal factors and its sustainable competitive advantages.	The evaluation somewhat supported the SWOT Analysis Diagram and provided narrow insight into the connections between the company's internal factors and its sustainable competitive advantages, or evaluation was not included.
4. External factors evaluation (weight 25%)	The evaluation thoroughly supported the SWOT Analysis Diagram and provided thorough insight into the connections between the company's external factors and its sustainable competitive advantages from a creative and innovative perspective.	The evaluation thoroughly supported the SWOT Analysis Diagram and provided thorough insight into the connections between the company's external factors and its sustainable competitive advantages.	The evaluation narrowly supported the SWOT Analysis Diagram and provided narrow insight into the connections between the company's external factors and its sustainable competitive advantages or evaluation was not included.

Assignment/Performance Criteria	<i>Mastery</i> 100%	<i>Meets Expectations</i> 85%	<i>Not Met</i> 0%
5. Conclusion and competitive advantage evaluation (weight 20%)	The conclusion thoroughly summarized the company's history and presence in the marketplace without introducing any new information and provided a thorough evaluation for how the company has retained its competitive advantage over time from a creative and innovative perspective.	The conclusion thoroughly summarized the company's history and presence in the marketplace without introducing any new information and provided a thorough evaluation for how the company has retained its competitive advantage over time.	The conclusion narrowly summarized the company's history and presence in the marketplace without introducing any new information and provided a narrow evaluation for how the company has retained its competitive advantage over time or conclusion was not included.