**An OUTLINE for the Final Project**

**Week 4 – SWOT**

1. **SWOT Analysis** (Note – this should come from week 3 with any additions you made along the way)
   1. *External Analysis*: (use outside research to support here)
      1. Porter’s Five Forces:
         1. Current Rivalry
            1. Opportunities

* + - * 1. Threats

* + - 1. Potential Entrants
         1. Opportunities

* + - * 1. Threats

* + - 1. Buyer Power
         1. Opportunities

* + - * 1. Threats

* + - 1. Supplier Power
         1. Opportunities

* + - * 1. Threats

* + - 1. Substitute Products
         1. Opportunities

* + - * 1. Threats

* + 1. General External Environment:
       1. Economic
          1. Opportunities

* + - * 1. Threats

* + - 1. Demographic
         1. Opportunities

* + - * 1. Threats

* + - 1. Socio-Cultural
         1. Opportunities

* + - * 1. Threats

* + - 1. Political-Legal
         1. Opportunities

* + - * 1. Threats

* + - 1. Technological
         1. Opportunities

* + - * 1. Threats

* 1. *Internal Analysis*: (use ‘insider’ contacts to support here)
     1. Strategic Managers
        1. Strengths
        2. Weaknesses
     2. Corporate Structure
        1. Strengths
        2. Weaknesses
     3. Corporate Culture
        1. Strengths
        2. Weaknesses
     4. Production-Operations
        1. Strengths
        2. Weaknesses
     5. Marketing
        1. Strengths
        2. Weaknesses
     6. R&D
        1. Strengths
        2. Weaknesses
     7. HR Management
        1. Strengths
        2. Weaknesses
     8. Info Systems
        1. Strengths
        2. Weaknesses

1. **Reference Page** (APA formatted reference page please)