**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
				1.
				2.
			2. Weaknesses
				1.
				2.
		2. Corporate Structure
			1. Strengths
				1.
				2.
			2. Weaknesses
				1.
				2.
		3. Corporate Culture
			1. Strengths
				1.
				2.
			2. Weaknesses
				1.
				2.
		4. Production-Operations
			1. Strengths
				1.
				2.
			2. Weaknesses
				1.
				2.
		5. Marketing
			1. Strengths
				1.
				2.
			2. Weaknesses
				1.
				2.
		6. R&D
			1. Strengths
				1.
				2.
			2. Weaknesses
				1.
				2.
		7. HR Management
			1. Strengths
				1.
				2.
			2. Weaknesses
				1.
				2.
		8. Info Systems
			1. Strengths
				1.
				2.
			2. Weaknesses
				1.
				2.
1. **Reference Page** (APA formatted reference page please)