

SWOT ANALYSIS

FOR "THE PROFIT"

Instructions: While watching an episode of "The Profit," complete the S.W.O.T. Analysis below. Fill in as many details as you can.

Internal	STRENGTHS (the Good)	WEAKNESSES (the Not so Good or the Bad)
Money/financial Knowledge/technical Their Products Their Shop/location Their Organization Their Human Resources Their Key partners/ relationships Other Internal Strengths Other Internal Weaknesses		
External	OPPORTUNITIES (something good that can happen)	THREATS (something bad that may happen)
New and old Customers Competition Suppliers Political Economic Social Technological Environmental Legal		
	OTHER good things that you don't know how to classify	OTHER not so good things that you don't know where to put