

# SWOT Analysis Graphic Organizer

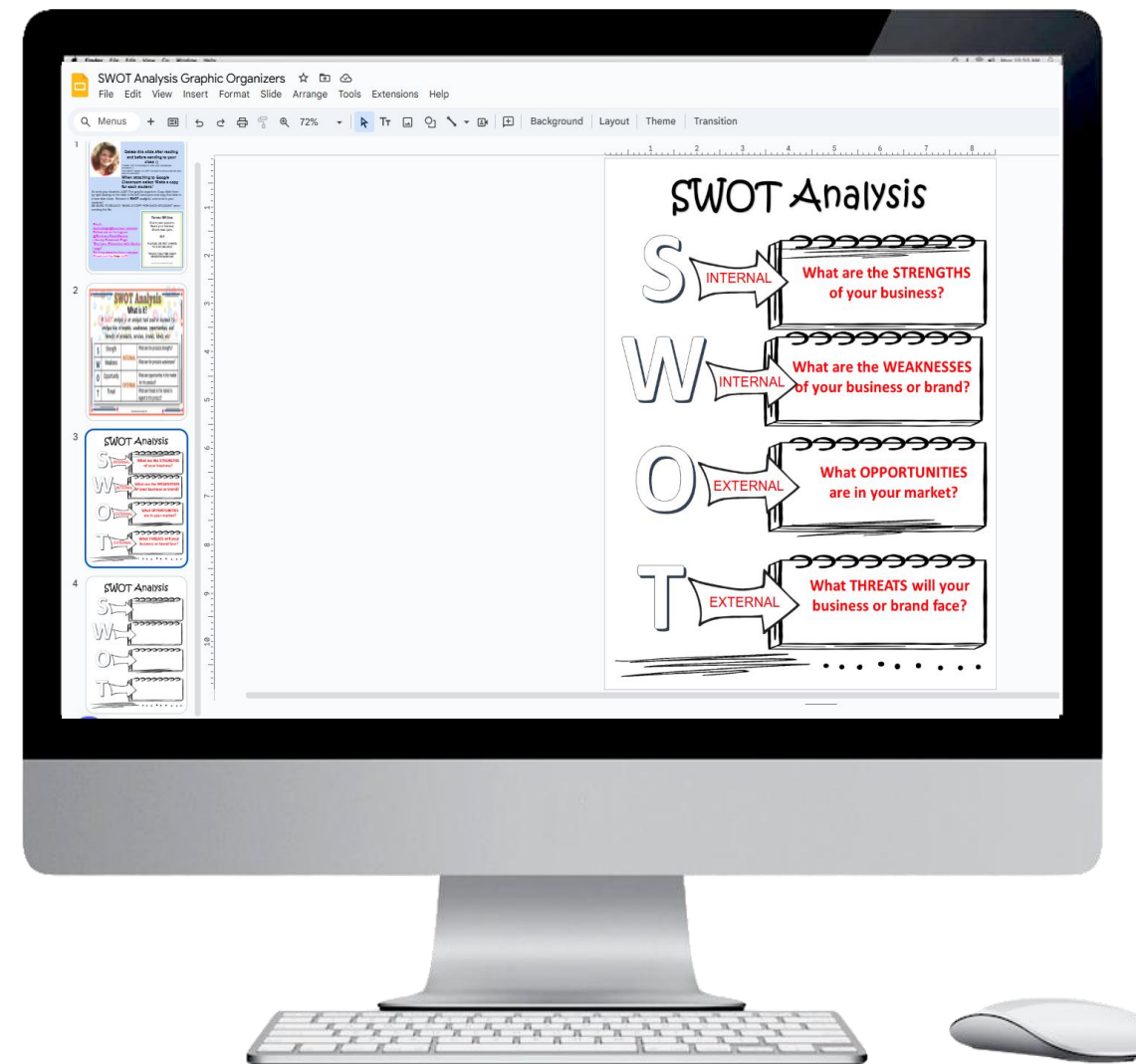
Digital Version or Printable

**SWOT Analysis  
Graphic Organizer  
included**

**Easy-to-use, fillable  
Google Slides OR easily  
convert to Microsoft  
PowerPoint.**

**Use Digitally or  
Print Out**

**NO PREP!  
Saves you time!**



BUSINESS EDUCATION WITH *Denise Leigh*

# Students use the graphic organizer to complete a SWOT analysis of a product or service of their choice!

**SWOT Analysis**  
**What is it?**  
 A *SWOT* analysis is an analysis tool used in business to analyze the strengths, weaknesses, opportunities, and threats of products, services, brands, labels, etc.

<b>S</b>	Strength	INTERNAL	What are the products strengths?
<b>W</b>	Weakness	INTERNAL	What are the products weaknesses?
<b>O</b>	Opportunity	EXTERNAL	What are opportunities in the market for this product?
<b>T</b>	Threat	EXTERNAL	What are threats in the market in regard to this product?

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**SWOT Analysis**

**S** INTERNAL → What are the **STRENGTHS** of your business?

**W** INTERNAL → What are the **WEAKNESSES** of your business or brand?

**O** EXTERNAL → What **OPPORTUNITIES** are in your market?

**T** EXTERNAL → What **THREATS** will your business or brand face?

**SWOT Analysis**

**S** →

**W** →

**O** →

**T** →

**NO PREP!**  
**COMPLETE DIGITALLY OR PRINT OUT**

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

