

**NEW &  
IMPROVED**

# SWOT Analysis

## Digital Discovery Activity

**Students assess a SWOT  
for McDonald's and  
Starbucks**

**Includes an Easy-to-Use,  
fillable Google Doc &  
Graphic Organizers**

**Great for Marketing,  
Entrepreneurship, or  
School Store Class.**

**NO PREP!**

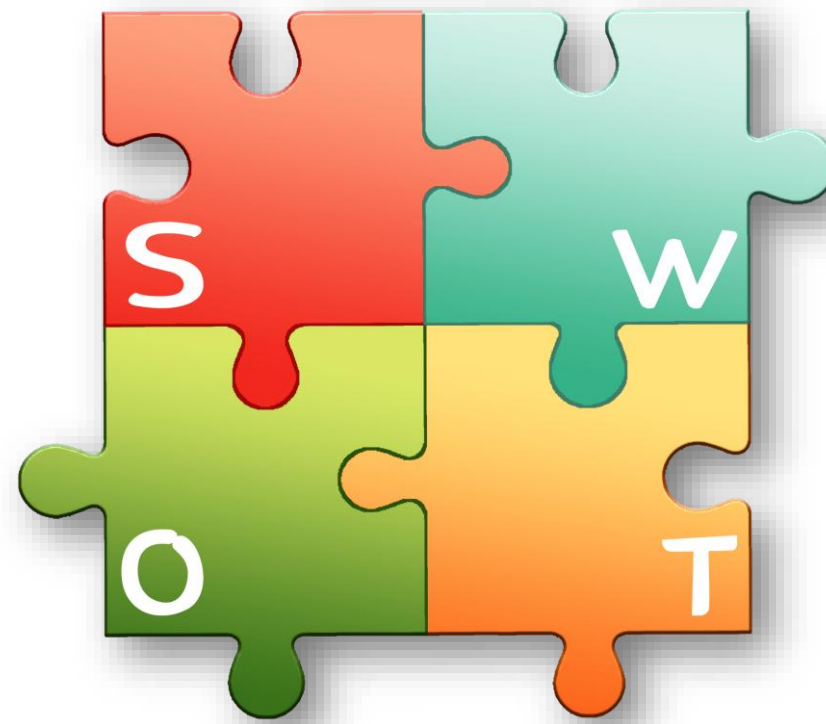
**Saves you time!**



BUSINESS EDUCATION WITH *Denise Leigh*

# Engage, Explore, Analyze, Discover!

## Prompts Critical Thinking.



This SWOT Analysis digital activity prompts students to review a SWOT analysis completed for two popular brands (**McDonald's and Starbucks**) and assess the information to pull valuable components from the analysis to prove each component!

# SWOT Analysis

Choose either **McDonald's** or **Starbucks** to SWOT analyze

**McDonald's**...[CLICK HERE](#) to access a SWOT Analysis for McDonald's

**Starbucks**...[CLICK HERE](#) to access a SWOT Analysis on Starbucks

Provide **TWO** pieces of evidence to support each component of the SWOT Analysis for one of the companies

The company that I selected is →

<b>S</b> STRENGTH Internal	
<b>W</b> WEAKNESS Internal	
<b>O</b> OPPORTUNITIES External	
<b>T</b> THREATS External	

Write the name of the business that you will be completing the SWOT analysis...

Complete the SWOT in the table below...

<b>P</b>	<b>PREP!</b>
<b>W</b> WEAKNESS Internal	
<b>O</b> OPPORTUNITIES External	
<b>T</b> THREATS External	

This is an **assessment or activity** to get students to think about SWOT and gather SWOT information.

Then students use **critical thinking skills** to do a SWOT analysis.

Students can also 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.

S	Strength	INTERNAL	What are the products strengths?
W	Weakness	INTERNAL	What are the products weaknesses?
O	Opportunity	EXTERNAL	What are opportunities in the market for this product?
T	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**

**GOOGLE SLIDES or EASILY CONVERT TO MS POWERPOINT**

# Teacher Testimonials



This was a **great resource** for my students! Thank you!



**Easy resource to implement** into my course - thank you!



I have used this resource in several business classes, and it has been **easy to use**. A **great visual** and way to explain the SWOT analysis.



I used this resource after we took notes on SWOT analysis. It was a **good follow up activity**.



Ready to use, no preparation! I used this on a sub day after we had covered details of SWOT. Students were able to complete it independently.

**Uses 3 brands teens know to get them engaged...**  
**NIKE, NETFLIX, & NFL!**

Teaching a  
**Marketing or  
SEM class?**

**CLICK [HERE!](#)**

# SWOT Analysis

## SPORTS & ENTERTAINMENT MARKETING

Includes Teacher Led  
Instruction and  
Student Activity

SWOT Analysis of  
Nike, Netflix, & NFL

A Google Slides file  
that easily converts to  
Microsoft PowerPoint

**NO PREP!**  
**SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

**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.

