

SWOT Analysis

Digital Discovery Activity

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

An easy-to-use, fillable Google Doc.

Great for Marketing, Entrepreneurship, or School Store Class.

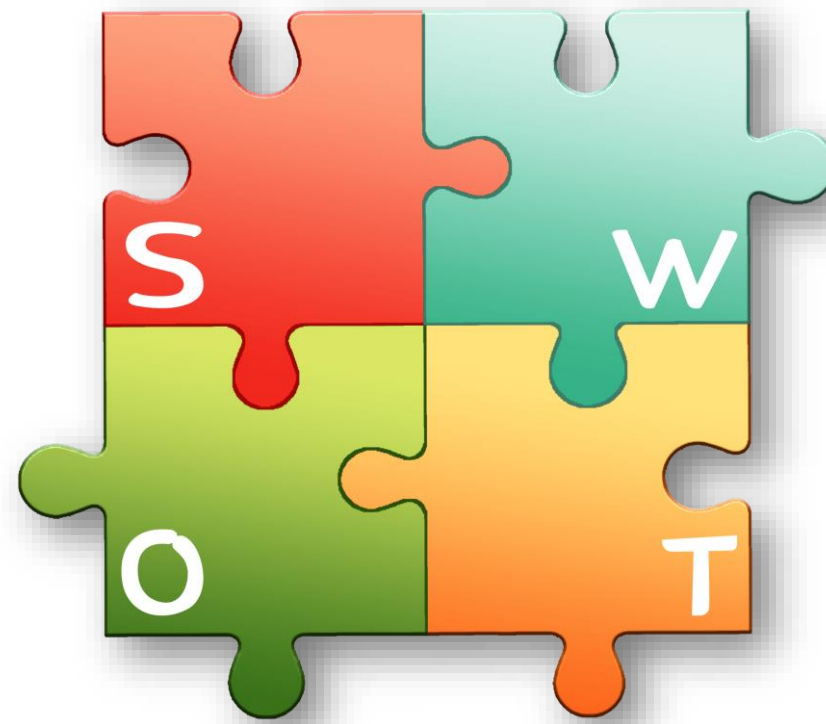
NO PREP!

Saves you time!



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 →

S STRENGTH Internal	
W WEAKNESS Internal	
O OPPORTUNITIES External	
T THREATS External	

NO

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

Complete the SWOT in the table below...

P	PREP!
W WEAKNESS Internal	
O OPPORTUNITIES External	
T 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.

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.

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.

