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| **SWOT analysis of your two best ideas for new cheese products**  |

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| **Internal analysis*****Strengths*** *and* ***weaknesses*** *of aspects of your business you can control** Advantages over your competition
* Management team (owners)
* Values and reputation
* Resources: financial, intellectual, human…
* Experience
* Equipment
* Location
* Brand
* Customer service
* Delivery times
* Warranty
* Company size
* 4 Ps (price, place, promotion, product)
* Etc.
 | **External analysis*****Opportunities*** *and* ***threats*** *for aspects of your business you can’t* *control** Government decisions
* Population (health, tastes, size, financial situation, location…)
* Taxes
* Laws
* Competition
* National and international economy
* International trade
* Climate
* Culture
* Etc.
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| **First idea**1. Short description of the idea *(2-3 sentences)*
2. I like this idea because…
3. This is a great idea for my company because…
4. Conduct a SWOT analysis of the first idea.
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| **Strengths** | **Weaknesses***
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| **Opportunities***
 | **Threats***
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