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

|  |  |
| --- | --- |
| **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. |



|  |
| --- |
| **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. |

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |