**SWOT Analysis Tool**

What is a SWOT Analysis?

The purpose of conducting a SWOT analysis is to help you consider and evaluate the impact your decisions before taking action. If used properly, this analysis tool will help you improve strengths, eliminate weaknesses, create new opportunities, and manage potentials risks and threats. Consider using this tool throughout the curriculum to evaluate your business ideas.

When using the tool, it’s important to remember that any Strengths and Weaknesses you identify should be internal and, as a result, are factors and circumstances that you can directly and greatly influence and/or control. The Opportunities and Threats you identify should be external factors and circumstances that you have little to no control over, since they exist outside of your business.

Strengths could include items like:

* Your subject matter expertise
* Creating new markets and delivery models
* Alternative sites for operation
* Innovative products services and industries
* Incorporating a social responsibility component to the business model

Weaknesses could include items like:

* Lacking industry knowledge and experience
* Ineffective marketing strategies
* Inconsistent product quality
* Limited variety of products and services
* Inexperienced or incompetent leadership and management

Opportunities could include items like:

* Innovative research that can benefit your industry
* Partnering with industry experts
* Increase in demand for the types of products/services you sell
* Access to international markets

Threats could include items like:

* Research and development to which you don’t have access
* Competitive pricing from competitors
* Competitors with more industry and business experience
* Troubled economy

**Exercise: Conduct a SWOT Analysis of your Motorsports Business and Team**