SWOT WORKSHEET

1 Write S (strength), W (weakness), O (opportunity), or T (threat) after each sentence.

1. Mohammed's new product is the most popular in the market. S
2. Covid-19 might stop people from travelling. ___
3. More tourists are coming to Dubai which will help Ahmed's business. ___
4. Amna's business made a loss in December 2020. ___
5. We are a new company and still need to increase our brand awareness. ___
6. Strong competitors might take our new customers. ___
7. The company website is getting more and more visitors every day. ___
8. Camping is getting more popular which means our product will be in demand. ___

2 Use the phrases below to discuss the strengths and weaknesses of the different products.

One good thing about this is...

One downside about this is...

A real strength of this product is...

A possible weakness might be...

LIVEWORKSHEETS

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