



Listening

Analysing your product

- 1 A SWOT analysis is a basic technique in marketing. The 'S' means 'Strengths'. Do you know what the other three letters mean?
- 2  Jean Stewart is the Leisure Product Manager for the NewcastleGateshead Initiative. Listen to her talking about NewcastleGateshead. In what order does she discuss each of the four aspects of the SWOT analysis?
- 3  Listen again and tick (✓) the features that she mentions in the table below.

S

- | | |
|----------------------------------------------|--------------------------|
| 1 the local people | <input type="checkbox"/> |
| 2 the beauty of the surrounding countryside | <input type="checkbox"/> |
| 3 the quality of the local food | <input type="checkbox"/> |
| 4 the combination of old and new attractions | <input type="checkbox"/> |

O

- | | |
|------------------------------------------------------------------|--------------------------|
| 1 the opening of the Gateshead Sage | <input type="checkbox"/> |
| 2 the perception people have of the North-east | <input type="checkbox"/> |
| 3 the increasing number of flights to and from Newcastle airport | <input type="checkbox"/> |



W

- | | |
|------------------------------------------|--------------------------|
| 1 other UK cities with a similar product | <input type="checkbox"/> |
| 2 poor communications with London | <input type="checkbox"/> |
| 3 the quality of the hotel bedrooms | <input type="checkbox"/> |
| 4 the shortage of hotel bedrooms | <input type="checkbox"/> |

T

- | | |
|------------------------------------------------|--------------------------|
| 1 Bristol, Birmingham, and Manchester | <input type="checkbox"/> |
| 2 the perception people have of the North-east | <input type="checkbox"/> |
| 3 the contamination in the River Tyne | <input type="checkbox"/> |

Speaking

Do you SWOT?

- 1 What sort of strengths and weaknesses, opportunities and threats do cities have? Make a list.
- 2 Work with a partner. Student A, look at p.111. Student B, look at p.116.

Ask your partner about different characteristics of his / her city destination. Put each answer in the appropriate part of your SWOT chart. Ask about

- | | |
|-----------------------------|---------------------------|
| • transport and access | • activities for families |
| • accommodation | • the weather |
| • restaurants, etc. | • marketing potential |
| • local food | • marketing strategy |
| • nightlife and clubbing | • current advertising |
| • museums and art galleries | • the image of the city. |

Take turns to ask questions. The winner is the first person to identify more than three weaknesses or three threats in their partner's destination.

EXAMPLE

- A *Is the local food one of your strengths?*
 B *Yes, it is. Our local food is world famous. People come here especially to try the food.*

OR

- B *No, it isn't. It's one of our weaknesses, I'm afraid. It's not easy to find local food in our restaurants.*

OR

- B *No, it isn't. In fact, it's one of our opportunities. The food here is very good, but it's not very well known.*

- 3 Think of a city you know well and decide what you think its strengths, weaknesses, opportunities, and threats are. Tell your partner about the city. Can they guess which city it is?