

# 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...



