

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...



