

OPTIONAL ACTIVITY No. 4

A SUPER SWOT ANALYSIS

A successful business is the product of good knowledge, not only of its clients but also of itself and its competitors. **Entrepreneurs use a series of tools** to help them understand these better. One of these is the SWOT analysis.

A **SWOT Analysis** is a way to **assess** the **Strengths and Weaknesses** of your business. It also allows you to **identify Opportunities** you have **and** the **Threats** you might face. It's important to understand that strengths and weaknesses are **internal** to your business and in the **present**, whereas opportunities and threats are **external** and in the **future**.

To better understand the differences and importance of these four factors, try practicing by doing a SWOT analysis of your favorite superhero!

Here's a brief example for Superman:

Internal	Strengths	Weaknesses
	Can fly! Super strong	Kryptonite
External	Opportunities	Threats
	Fighting injustice and crime	Enemies, like Lex Luthor!

THIS ACTIVITY WILL HELP YOU DEVELOP:

Business Knowledge
Problem Solving Skills



The School Enterprise Challenge is still running in 2020, and registrations remain open. Because we are adapting the programme in the context of the COVID-19 pandemic, submission deadlines for schools will be more flexible. Our overall mission is to continue supporting teachers around the world to deliver a relevant education to their students by providing new educational content and advice on a regular basis.

We advise all our participants to follow [WHO guidance](#) in response to COVID-19.

