

Title M3A1 Strategic Analysis: SWOT Analysis

Introduction to the Activity

For this assignment you will be conducting a SWOT analysis on the organization that you chose in Module 1. This SWOT analysis should be related to the sustainable initiative of using recycled, unmodified materials to make the company's products.

What are the strengths of this new initiative? What are the weaknesses? What opportunities would arise from this new initiative? What are the threats that could keep this initiative from being successfully implemented?

Your SWOT analysis should be detailed, thorough, and comprehensive. You should include no less than five bullet points for each area of the SWOT analysis. These areas are strengths, weaknesses, opportunities, and threats.

After conducting a SWOT analysis on your organization, conduct a SWOT analysis on yourself. Determine what your strengths and weaknesses are as a manager of this project. Determine your opportunities for improvement as a manager of this project, as well as some threats as a manager.

Once you have both of these SWOT analyses completed, write a 2 to 3 page analysis of your findings. How can you use your strengths as a manager to address the weaknesses of the initiative?

	Unacceptable	Minimally Responsive	Satisfactory	Exemplary	Weight
Analysis and Critical Lens of Sustainable Initiative Implementation to Organization	Parts of the SWOT analysis may be identified, but are only generically and vaguely discussed. Information provided is neither sufficient nor relevant to making conclusions about the appropriateness of implementing the sustainable initiative to the organization.	Each part of the SWOT analysis is identified, but only briefly discussed in context of the new sustainable initiative. Information about the analysis is vague or missing. The information provided is not sufficient to make conclusions about the appropriateness of implementing the sustainable initiative to the organization.	Each part of the SWOT analysis is identified and discussed, including the strengths, weaknesses, opportunities, and threats of the new sustainable initiative and is related to using recycled, unmodified materials to make the company's products. Minor details are missing. The information provided is generally important in making conclusions about the appropriateness of implementing the sustainable initiative to the organization, though some may not be relevant.	Each part of the SWOT analysis is identified and discussed in detail, including the strengths, weaknesses, opportunities, and threats of the new sustainable initiative, and is related to using recycled, unmodified materials to make the company's products. The information provided for the analysis is relevant and important in making conclusions about the appropriateness of implementing the sustainable initiative to the organization.	
Score	0	30	42	50	/50
Reflection on Self as Manager	No reflection of the student as a manager is provided using the SWOT analysis.	Each part of the SWOT analysis is identified, but only briefly discussed in the	Each part of the SWOT analysis is identified and described, including the	Each part of the SWOT analysis is identified and described in detail, including	

	Information provided is neither sufficient nor relevant to making conclusions about the student as a manager.	context of student as a manager. Details about the reflection are vague or missing. The information provided is not sufficient to make conclusions about the about the student as a manager.	strengths, weaknesses, opportunities, and threats of the student as a manager. Minor details are missing. The information provided is generally important in making conclusions about the conclusions about the student as a manager, though some may not be relevant.	the strengths, weaknesses, opportunities, and threats of the student as a manager. The information provided for the analysis is relevant and important in making conclusions about the student as a manager.	
Score	0	24	32	40	/40
Writing Quality/APA Style	Frequent problems with organization, clarity and/or conventions make the paper hard to read. APA style guidelines are not adhered to, Possible plagiarism risks the appearance of cheating.	Numerous mechanical errors are distracting; and organization of ideas are lacking, but not enough to interfere with meaning. APA style guidelines are attempted, with major errors.	There are few problems with organization, clarity or conventions that should have been fixed. APA style guidelines are followed, with only minor errors; however, these problems and errors are not serious enough to distract the reader.	The writing is well organized and clear; there are minimal problems with spelling, punctuation, and grammar; APA style guidelines are followed accurately	
Score	0	6	8	10	/10