

Assignment # 2 –SWOT Analysis Final Draft

Read the feedback you received on the first draft carefully. Then make changes needed and submit before Thursday 21/10/2021.

Submit your work as a Word Document.

Your final draft should include the following:

Introduction

An introduction to the case usually outlines briefly:

- What the company does
- How it developed historically
- What problems it is experiencing
- How you are going to approach the issues in the case study

Identify internal strengths & weaknesses

SWOT Analysis:

- Identify the areas where the company is currently strong and weak.
- How have the strengths led to the company’s current success?
- How do these weaknesses threaten the company’s short or long-term prospects?

Identify external opportunities & threats

SWOT Analysis:

- Identify external opportunities and threats for the company.
- How can the company take advantage of the external opportunities that the market presents?
- How can the organization avoid potential threats in the market?

SWOT Analysis Evaluation

- Evaluate the SWOT Analysis you have conducted.
- Make sure to consider what your findings mean and why they are important to the company you are investigating.
- Think about balancing the strengths and the weaknesses against the opportunities and threats.

Solutions and recommendations

- Make sure to consider solutions to potential weaknesses and threats that the company faces and make recommendations to the company based on the SWOT analysis you have conducted.

After you complete all the sections above, proofread your draft and make sure there are no issues with the language used.

Good luck.

 Assignment 2 - SWOT Analysis ...

 Harrods - Developing a Career ...

Submission status

Submission status	No attempt
Grading status	Not graded
Grading criteria	Content Relevant introduction, which consists of summary of case study, including company’s background information, growth, and development Maximum score 5
	Content Identify and discuss company’s strengths and weaknesses as discussed in the case study, if any area is not fully discussed, students may use their own knowledge to come up with additional strengths and weaknesses Maximum score 5
	Content Identify and discuss company’s opportunity and threats as discussed in the case study, if any area is not fully discussed, students may use their own knowledge to come up with additional opportunities and threats Maximum score 5
	Content Analysis and evaluation of the company’s strengths, weaknesses, opportunities, and/or threats and how they affect the company’s current and continued success in the future. Maximum score 10
	Content Relevant recommendations to help the company deal with any strategic or structural weaknesses or threats and that will help them to maintain strengths and take advantage of future opportunities. Maximum score 5
	Language Grammar & (articles, verbs, plurals, etc.) Maximum score 5
	Language Mechanics (spelling & punctuation) Maximum score 5
Last modified	-
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Submission comments	► Comments (0)