LEARNING AS ONE NATION
Expanded Project

Marketing_15

SHS LEARNING ACTIVITY

Name: _____ **Score/Mark:** _____
Grade and Section: _____ **Date:** _____
Strand: ☐ STEM ☐ABM ☐HUMSS ☐ICT (*TVL Track*)
Subject: *Principles of Marketing*
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration ☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: SWOT Analysis in Marketing
Learning Target: To apply SWOT analysis in marketing
References: *(Author, Title, Pages)*
1) http://www.investopedia.com;
2) DepEd Most Essential Learning Competencies;
3) M.J. B. Bagaipo and C.J. L. Gulles, CVIF Learning Activities

Strength, Weakness, Opportunity, and Threat (SWOT) analysis is a comprehensive audit of a company's performance and competitive position that can shape current and future operations. This framework is used to evaluate and determine which internal and external factors are beneficial or non-beneficial in making a business grow. It is part and parcel of strategic planning for all dimensions of a business including marketing.

Strength describes a firm's resources, competitive advantage, and superior performance. **Weakness** shows the areas where products or services are underperforming, and therefore needs improvement. **Opportunity** refers to the existing chances of exploring markets and expanding the venture. **Threat** displays the risks that may directly hinder operations of the company.

Sample SWOT Table

Strengths	**Weaknesses**
Excellent customer service Large market share	Weak brand Lack of capital
Opportunities	**Threats**
Exporting products Expanding core operation	Rising cost of materials Increasing competition

Exercise: A startup company that produces natural bamboo products has a core philosophy of producing products which are environment-friendly and aligned with sustainable development goals. For example, they would like to offer alternatives to single-use plastic packaging. Create a SWOT table for the marketing program of the company.