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**Student Name**

**Purdue University Global**

**Course - Instructor**

**Date**

**SWOT Analysis for “Company X”**

**COMPANY OVERVIEW**

In this section you should describe your chosen organization, including who they are, what they do, whom they serve, and how they reach their market.

**SWOT ANALYSIS**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
|  |  |

|  |  |
| --- | --- |
| **OPPORTUNITIES** | **THREATS** |
|  |  |

**REFERENCES**

Include all external sources used here. See the “Citation and Plagiarism Resources” guide in “Academic Tools” for more details about citing sources.