**SWOT Analysis for “Company X”**

Student Name

Purdue University Global

Course # and name

Instructor

June 1, 2021

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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**

As depicted below in Table 1-Part 1, the strengths outweigh the weaknesses at Company X and “refer to internal resources” (Bateman et al., 2020, p.106) which according to Martin and Slope (2019) can include successful business strategy.

**Table 1-Part 1**

*SWOT: Strengths and Weakness of Company X*

| **STRENGTHS** | **WEAKNESSES** |
| --- | --- |
| *Insert strengths here.* | *Insert weaknesses here.* |

**Table 2-Part 2**

*SWOT: Opportunities and Threats for Company X*

| **OPPORTUNITIES** | **THREATS** |
| --- | --- |
| *Insert opportunities here.* | *Insert threats to the business here.* |

**References**

Bateman, T. S., Snell, S. A., & Konopaske, R. (2020). *M: Management* (6th ed.). McGraw-Hill.

Martin, T. L. & Slope, H. E. (2019). Analysis and strategy: How management uses both for success. *Journal of New Management Techniques 34*(4), 72–81.