**SWOT Analysis for “Company X”**

Student Name

Purdue University Global

Course # and name

Instructor

Date

**SWOT Analysis for “Company X”**

In this section you should describe your chosen organization, including three of the following:

* Mission Statement
* Financial Information
* Product Information
* Customer Base

**Table 1-Part 1**

*SWOT: Strengths and Weakness of Company X*

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| Identify and explain three strengths. (Internal) | Identify and explain three weaknesses. (Internal). |

**Table 2-Part 2**

*SWOT: Opportunities and Threats for Company X*

|  |  |
| --- | --- |
| **OPPORTUNITIES** | **THREATS** |
| Identify and explain three opportunities. (External) | Identify and explain three threats. (External) |

**References**

Bateman, T. S., & Konopaske, R. (2022). *M: Management*. McGraw Hill LLC.