

### SWOT Analysis

As part of the BTEC Sport Lv3 course you will complete a unit of work based on business in sport. When working in business there is always threats from other brands. One method of analysing your business and identifying areas for growth or maintain yourself as a market leader is by completing a SWOT analysis on your business.

#### **TASK 1**

Research task: What is a SWOT analysis and what do the letters stand for?

SWOT analysis description:
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Acronym Letter	Description with an example
<b>S</b>	
<b>W</b>	
<b>O</b>	
<b>T</b>	

#### **TASK 2**

Congratulations you have been given a job at Nike, a market leader in sports wear. Your first task is to complete a SWOT analysis on Nike to maintain their status as a market leader, you must giving 3 points for each section of your analysis. Use the table below to complete your analysis.

<b>S</b>	<b>W</b>
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>O</b>	<b>T</b>
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>