What is SWOT?

SWOT is a business framework that companies use to evaluate their company’s position and to develop strategic plans.

SWOT, or Strengths, Weaknesses, Opportunities, and Threats, helps companies do the following:

- Facilitate plans based on data-driven objectives at the organizational and industry levels.
- Avoid pre-conceived beliefs about the market which helps to focus on real-life contexts.
- Identify core strengths, weaknesses, opportunities, and threats.
- Analyze overall business strategy for a product, marketing segment, production, and sales.

SWOT ultimately helps companies assess for internal and external factors regarding performance, marketing potential, brand development, and financial stability and profitability.

Example of SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company A has a strong competitive position.</td>
<td>High employee turnover rates prevent Company A from performing at optimal level. High levels of debt, lack of capital, and problems with logistics affect Company A’s bottom line.</td>
</tr>
<tr>
<td>Product lines and brand strategies separate it from its competition. Company A is the preferred product for most consumers in our industry.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company A can regain financial position if tariffs are renegotiated and new markets are developed. Opportunities to sustain marketing position are key.</td>
<td>Common threats for Company A include labor supply, rising costs for materials, and increasing competition.</td>
</tr>
</tbody>
</table>
What is Your SWOT for Argument? A Self-Assessment (Before Grade)

Given the recent essay on grades and the requirement to build an argument, assess your own SWOT. This includes your ability to integrate a quote, add commentary and analysis, and sustain your position. Check all that apply.

**Strengths: What did you feel you did well?** (prepared)

- Position
- Thesis
- Topic Sentence
- Claim
- Counterclaim
- Evidence
- Rebuttal
- Building the argument
- Managing the argument
- Sustaining the argument
- MLA formatting
- Quote Interpretation/Explanation
- After-Quote Commentary/Analysis
- Revising the argument/editing/proofreading

**Weaknesses: Where did you feel unprepared?** (not ready or able to carry out task)

- Position
- Thesis
- Topic Sentence
- Claim
- Counterclaim
- Evidence
- Rebuttal
- Building the argument
- Managing the argument
- Sustaining the argument
- MLA formatting
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**Opportunities: Where do you need improvement?** (make ready or make prepared)

- Position
- Thesis
- Topic Sentence
- Claim
- Counterclaim
- Evidence
- Rebuttal
- Building the argument
- Managing the argument
- Sustaining the argument
- MLA formatting
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**Threats: Where did you feel underprepared?** (not having prepared sufficiently to carry out task)

- Position
- Thesis
- Topic Sentence
- Claim
- Counterclaim
- Evidence
- Rebuttal
- Building the argument
- Managing the argument
- Sustaining the argument
- MLA formatting
- Quote Interpretation/Explanation
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**Survey: Attitude Towards Argument**

Given the lecture, board discussions, in-class activities, in-class drafting processes, and peer review, are you likely to carry forward the principles, concepts, and strategies of building an argument to another assignment and another course (context)?

<table>
<thead>
<tr>
<th>Another Assignment:</th>
<th>Very likely</th>
<th>Most likely</th>
<th>Likely</th>
<th>Not likely</th>
<th>Not very likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Another Course:</td>
<td>Very likely</td>
<td>Most likely</td>
<td>Likely</td>
<td>Not likely</td>
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</tr>
</tbody>
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