

Unit 1 The World of Marketing

Marketing Internship Project Worksheet

Directions Read each of the business factors listed in the left column of the table. In the center column of the table, label each factor with an **S** (strength), a **W** (weakness), an **O** (opportunity), a **T** (threat), or any combination that fits. Then, in the right column explain your reasoning for choosing those labels.

Business Factor	Labels: S, W, O, T	Reasoning
1. A new competitor in your market		
2. Selling your product in a new market that will result in higher profits		
3. The demand for your product is decreasing		
4. Your product development department has just released a new, innovative product		
5. Quality of processes and procedures		
6. Products or services that aren't innovative or unique		
7. A new market has just opened up in another country		
8. A competitor has just gone out of business		
9. Location of your business		
10. Price wars with competitors		