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| Logo  Description automatically generated |  | situation (SWOT) Analysis  Marketing Activity #4 |

# situation (SWOT) analysis

The **situation analysis** (also referred to as **SWOT**) provides information that is helpful in matching the organization's resources and capabilities to the competitive environment in which it operates. It reviews four key factors pertaining to the company’s current market situation: strengths, weaknesses, opportunities, and threats.  
  
In this activity, the marketing team will review each of the four components of the SWOT analysis, then apply that to your school Sports Business Program event or events using the template provided by your teacher (accessible in the SBP templates folder).   
  
If you plan to promote more than one event this year, be sure to make copies of the worksheet below and conduct a thorough situation analysis for each event. Effectively identifying the strengths, weaknesses, opportunities, and threats for your event or events is crucial for your program’s success.  
  
In the first step of this activity, review the sample SWOT chart provided. Then, you will create a list of all potential strengths, weaknesses, opportunities, and threats. Referring to that list, the marketing team will develop a SWOT analysis for your program. Again, you may choose to use the SWOT template provided by your teacher (accessible in the SBP templates folder).

**Step 1: Study the sample SWOT chart below to help guide you as you begin to develop a situation analysis for your event.**

Timeline

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**Step 2: Using the worksheet on the following page, identify all potential strengths, weaknesses, opportunities, and threats for your event. Once you reach this step, it would be strongly advised that you communicate with the other teams within your program for feedback. You might also take things a step further and conduct a SWOT analysis for each team, including ticket sales, sponsorship, concessions & parking, merchandise, and event ops. This will help each team to game plan as they develop the strategies to help make your event a success.**

**STRENGTHS**

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**WEAKNESSES**

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**OPPORTUNITIES**

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**THREATS**

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**Step 3: Using the space below or the template provided by your teacher, create the final SWOT analysis for your event. Be sure to share the analysis with each of the teams within your program.**

Graphical user interface

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