

SWOT Analysis for Movie Production

SITUATION

As production assistant for a major Hollywood studio, you have been asked by your boss to evaluate the prospects for a new picture which has been “pitched” by a writer to the production staff. It involves pirates in the 1700’s.

It is very similar to a popular series of Disney pictures, although without the “supernatural” element involved. It has more female characters, a planned soundtrack using popular songs, and will star the current popular teen/twenty something actors. A rival studio is currently planning a TV series involving pirates which will be ready to go in 8 months. You also have heard that Disney plans to bring out yet another installment of its Pirate film adventures.

The studio has also indicated that the film is slated for a significant budget, sparing no expense to ensure the movie is a blockbuster.

INSTRUCTIONS

Prepare a SWOT analysis using as much information as you can gather, and present it to your boss.

Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. What does SWOT stand for?
2. Why did you choose each of the components of the analysis that you identified?
3. After completing your SWOT analysis, would you advise that this film be “greenlighted” for production?

EVALUATION STANDARDS

1. Understanding of each component of a SWOT analysis.
2. Support decisions made as a result of the SWOT analysis.
3. Students are organized and clear in presentation and clearly communicate details of their SWOT analysis.