


## 5.3: REVIEW - SWOT Analysis (attachment)

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### Review:

Last week, you were introduced to the SWOT Analysis tool. It was reviewed again in Section 8.2 of your textbook this week.

- Review the following, which depicts the components of SWOT with examples: [SWOT Analysis.pdf](#)
  - Recall that strengths and weaknesses refer to factors within the organization, while opportunities and threats refer to factors that are outside the organization.

I encourage you to review the SWOT videos that you watched last week to refresh your memory on how this important tool is utilized in business.

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