

4.7: WATCH - SWOT Example Starbucks

Notes:

When learning a new tool, it can be helpful to see some examples. Watch the following videos, which demonstrate the application of the SWOT Analysis for two well-known organizations. As you watch each of the videos, can you think of any factors that should be modified or included?

- The first (3:36) video uses SWOT to analyze Starbucks.



4.7: WATCH - SWOT Example Starbucks is shared under a [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license and was authored, remixed, and/or curated by Jamie Hammond and Mabel Gehrett and Western Technical College.