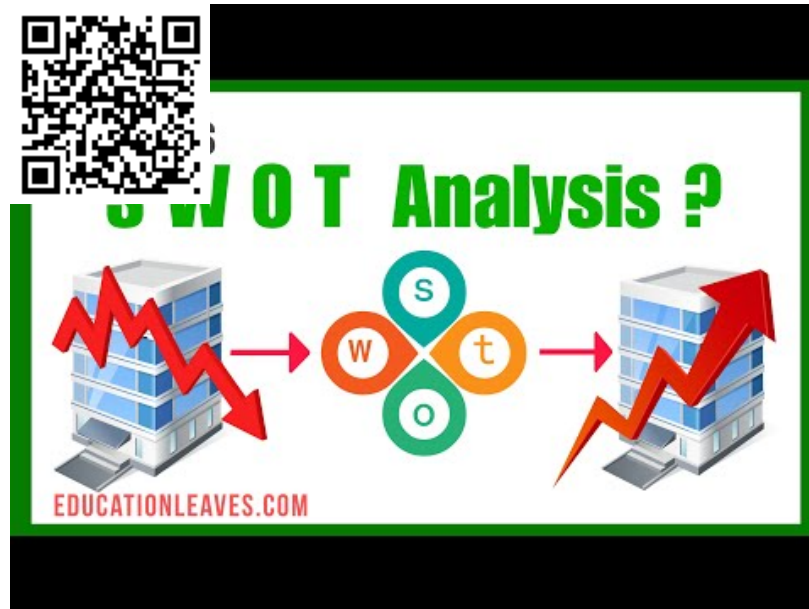


## 4.6: WATCH - SWOT Analysis

### Notes:

Within Section 4.4 of your textbook, you were introduced to SWOT, which is often used to analyze the internal environment of an organization (i.e. strengths and weaknesses), as well as external factors (i.e. opportunities and threats) relative to the organization's industry. Watch the 3:34 video, which provides good insight into the development of a SWOT:



4.6: [WATCH - SWOT Analysis](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by Jamie Hammond and Mabel Gehrett and Western Technical College.