

# CREATE YOUR OWN SWOT

- You are forming your own consulting business. In partners you will:
  - Choose a company to conduct a SWOT Analysis on.
    - Once you've decided on a company, let me know to make sure that you haven't duplicated.
    - Choose a company whose products/services you actually use.
  - Create a PowerPoint Presentation
    - 7 slides total.
      - Introduction Slide (1): Should include the name and logo of your consulting business.
      - State of Affairs Slide (1): Tell us about current business operations, history and relevant stats. (This slide is about the business you are analyzing)
      - SWOT Slides (4): One slide for each, Strength, Weakness, Opportunities, Threats
      - Conclusion Slide (1): Your final recommendations for the success of the business.