MKTG 2000

**Assignment #1**

**SWOT Analysis**

Select one brand from the following list.

You must continue to use this brand for marketing Assignment #2.

  

   

Using your research skills and what you’ve learned about environmental scanning and analysis create a comprehensive and strategic SWOT analysis for the brand that you’ve chosen.

Your work should reflect factual information found through your research and scanning.

Include a minimum of 3 points in each quadrant. There is no maximum.

The SWOT analysis should have a professional, finished appearance.

Your work should be grammatically correct and free of errors. Points will be deducted per error.

References should be cited accordingly and Academic Integrity upheld.

Work may be submitted using any of the following Microsoft Office programs: Word, Excel or PowerPoint.