|  |  |
| --- | --- |
| Strengths—Internal characteristics that give the company an advantage over its competitors.   * Long, successful history, nearly 100 years * Reputation for value (quality for the price) * 20,000 associates strong * 30% increase in revenues * Ability to target markets | Opportunities—External characteristics; ways to expand or improve the company.   * Aggressive marketing * Aggressive financing * Aggressive trade-in policy * Aggressive extended warranty * High tech, eco-friendly market segment * Staff development program * Dealership scorecards |
| Weaknesses—Internal characteristics that give the competition an advantage over the company.   * 40% turnover rate among associates * Bailout damaged brand image * Low customer satisfaction rating * Franchise structure (failed dealerships) | Threats—External characteristics; forces that may have a negative effect on the company.   * Aggressive competitors (Ford, GM, Toyota) * Government regulations and fines |

Week 3 Assignment: SWOT Analysis for Fictional Car Company

Bottom line, for an organization to realize long-term success, it has to take advantage of their internal strengths and improve upon their weaknesses, while at the same time move on any external opportunities it might have and protect itself against any threats.

**Assignment**: Analyze the SWOT analysis of Fictional Auto Company. Next, in a minimum of 500 words, describe how Fictional Auto Company can utilize this information to its benefit. Include how Fictional Auto Company can turn its weakness and threats into strengths and opportunities.