**Please remember you need a title page and a reference page with a minimum of three external sources. In-text citations should be used where needed.**

**SWOT Analysis for USA Today**

 **A. Strengths**

 Strength 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Strength 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (Repeat as needed to develop a complete list of strengths)

 How do these strengths enable the firm to meet customers' needs?

 How do these strengths differentiate the firm from its competitors?

 **B. Weaknesses**

 Weakness 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Weakness 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (Repeat as needed to develop a complete list of weaknesses)

 How do these weaknesses prevent the firm from meeting customers' needs?

 How do these weaknesses negatively differentiate the firm from its competitors?

 **C. Opportunities (external situations independent of the firm—not strategic options)**

 Opportunity 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Opportunity 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (Repeat as needed to develop a complete list of opportunities)

 How are these opportunities related to serving customers' needs?

 What is the time horizon of each opportunity?

 **D. Threats (external situations independent of the firm)**

 Threat 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Threat 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (Repeat as needed to develop a complete list of threats)

 How are these threats related to serving customers' needs?

 What is the time horizon of each threat?

 **The SWOT Matrix for USA Today (from above list)**

|  |  |
| --- | --- |
| Strengths:•••• | Opportunities:•••• |
| Weaknesses:•••• | Threats:•••• |

 **F. Developing Competitive Advantages**

**(This should be in essay format with correct spelling and grammar.)**

Describe ways that USA Today can match its strengths to its opportunities to create capabilities in serving customers' needs.

Are these capabilities and competitive advantages grounded in the basic principles of operational excellence, product leadership, and/or customer intimacy? If so, how are these capabilities and advantages made apparent to customers?

Can USA Today convert its weaknesses into strengths or its threats into opportunities? If not, how can the firm minimize or avoid its weaknesses and threats?

Does USA Today possess any major liabilities (unconverted weaknesses that match unconverted threats) or limitations (unconverted weaknesses or threats that match opportunities)? If so, are these liabilities and limitations apparent to customers?

Can USA Today do anything about its liabilities or limitations, especially those that impact the firm's ability to serve customers' needs?