**Marketing 11/12 - ‘Success’ in Business**

S. W. O. T. Analysis & Critique Name: Block:

As a Marketer, it is important to have a critical eye and ability to compare/contrast products, ads and viable businesses. Choose two businesses from below, *in the same industry,* to critique. Then check out the NEW business books for your critique.

**TECHNOLOGY FOOD & BEVERAGE TOURISM CLOTHING / MERCHANDISE**

|  |  |  |  |
| --- | --- | --- | --- |
| Twitter Facebook Apple Microsoft  Pixar Nintendo Sony Skype Tivo  Google Amazon eBay Wikileaks | Coca Cola, McDonald’s  Starbucks, Kellogg’s  Tim Hortons | Air Canada, Boeing  Cirque du Soleil, Disney | Nike, Lululemon, Ford, Walmart |

INDUSTRY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Business 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Discussion / Debate**: What does success mean in business?** Consider the following elements / measures of success:

Financial earnings \* Share value \* Sustainable/green products or production methods\* Charitable

Customer Service \* Treatment of employees \* Fair Trade products\* Ethical

1. **How do you define a business’s success?** Justify / explain your answer

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**PART 1** Do a S.W.O.T. Analysis in order to compare the two businesses you chose.

**S = Strengths** - find 2 marketing/product strengths **Be specific.**

**W = Weaknesses** - find 2 marketing/ product weaknesses **Be specific.**

**O = Opportunities** (for expansion, merging, increasing product line / services. etc.) **Be specific.**

**T = Threats** (competition, redundancy, loss of public interest/a passing fad, etc.) **Be specific.**

When you critique each business, evaluate them based on the FACTORS of SUCCESS discussed above

|  |  |
| --- | --- |
| Business:  Source: | Business:  Source: |
| STRENGTHS  1.  2. | STRENGTHS  1.  2. |
| WEAKNESSES  1.  2. | WEAKNESSES  1.  2. |
| OPPORTUNITIES  1.  2. | OPPORTUNITIES  1.  2. |
| THREATS  1.  2. | THREATS  1.  2. |

Based on your S.W.O.T. analysis: A) What business is **MORE SUCCESSFUL**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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B) What business do you **ADMIRE MOST**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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C) What business would you **PREFER to WORK FOR**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**PART 2 - BUSINESS ARTICLE CRITIQUE\*** (database or magazine)

Browse / find 2-3 articles on the above 2 businesses.

SOURCE: Use an online database (e.g. GLOBAL ISSUES IN CONTEXT, EBSCO, or a BUSINESS database from VPL,

OR a current Business Magazine  (library has copies) \* Do not use Google to find your article

**Choose one** of the articles you found to critique:

Business name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Source: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of article: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Briefly SUMMARIZE** the article (please photocopy or attach the article)

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1. What is the **MAIN THEME or MESSAGE** of the article? E.g. WHY did the business make the news? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Explain HOW** this article relates to the **4 P’s of MARKETING :** Place, Product, Price, Promotion (explain each)

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1. Make a **PREDICTION about the company**, based on the topic of this article.Explain your reason.

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1. What is **YOUR PERSONAL RESPONSE or REACTION** to the article?

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