# SWOT Analysis – transcript.

## 1. Internal Environment.

### 1.1 Strengths (favourable):

Think about:

* What you know already about the company's strong points; then look for evidence to support this.
* What else you can find out about the company; Use [databases](http://library.northampton.ac.uk/databases/#c:4) such as MarketLine, ABI Global and Business Source Premier to search the company.

### 1.2 Weaknesses (unfavourable):

Think about:

* What you know already about the company's weaknesses - then look for evidence to support this.
* What else you can find out about the company-  Use [databases](http://library.northampton.ac.uk/databases/#c:4) such as MarketLine, ABI Global and Business Source Premier to search the company.

## 2. External Environment.

### 2.1 Opportunities (favourable):

Think about:

* The wider economic and environmental context the company is operating in.
* What changes are taking place externally that could present an opportunity.
* Research [databases](http://library.northampton.ac.uk/databases/#c:4) such as MarketLine, ABI Global, Business Source Premier and other journal databases for ideas.
* Keep up-to-date with the news.

### 2.2 Threats (unfavourable):

Think about:

* The wider economic and environmental context the company is operating in.
* What changes are taking place externally that could present a threat to the business.
* Research [databases](http://library.northampton.ac.uk/databases/#c:4) such as MarketLine, ABI Global, Business Source Premier and other journal databases for ideas.
* Keep up-to-date with the news.