**ANALYTICAL DECISION-MAKING**

**Learning Outcome 3: ACTIVITY 16**

**Interpreting SWOT for Apple**

*In small groups:*

From your work on Apple Corporation:

1. Draw up a SWOT analysis to summarise your opinion of Apple’s capability to compete in the marketplace**.**
2. Are there some aspects that are more important than others for the long-term success of the organisation? What would you infer from your interpretation?

*Discuss and give feedback.*