**INTERNATIONAL BUSINESS ECONOMICS AND MARKETS**

**Learning Outcome 2: Activity 5**

**SWOT analysis**

Review the Beko Consultants example in 2.3 of the study guide. Prepare a similar SWOT analysis for a business with which you are familiar and present in four slides. Pay particular attention to international aspects.

Business name:

**Weaknesses**

**Strengths**

**Opportunities**

**Threats**