**STRATEGIC MARKETING**

**Learning Outcome 1: Activity 4**

**GROUP ACTIVITY**

**The 5Ms**

In small groups, create a SWOT analysis for your assigned factor in the 5Ms within a local organisation, or one you’re familiar with.

You may not know the specifics, but make estimated guesses and do some research online. Following the SWOT analysis, consider next steps for the organisation based on the results - coming up with 1-2 examples for each.

Be prepared to present back to the class and discuss your findings.

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| **STRENGTHS** | **WEAKNESSES** |
| **OPPORTUNITIES** | **THREATS** |
| **Suggest some ways the organisation may leverage its strengths** | **Suggest some ways the organisation address its weaknesses** |
| **Suggest how the organisation’s marketing strategies might exploit the opportunities** | **Suggest how the organisation might prepare to minimise the impact of threats** |