**Business**

**Week 17: Market Analysis and Competitor Research**

**Handout 1: SWOT Analysis**

**Objective:**

* Learn how to identify strengths, weaknesses, opportunities, and threats for a business.

**What is a SWOT Analysis (SWOT分析)?**

A SWOT analysis helps a business understand its position in the market by identifying internal strengths and weaknesses, as well as external opportunities and threats.

**SWOT Stands For:**

1. **Strengths (优势): What the business does well.**
*Example:*
TechEdge Gadgets has innovative product designs and offers affordable prices, making it attractive to budget-conscious customers.
2. **Weaknesses (劣势): Areas where the business can improve.**
*Example:*
TechEdge Gadgets lacks brand recognition compared to larger competitors like Apple or Samsung.
3. **Opportunities (机会): External factors that can help the business grow.**
*Example:*
Increasing demand for eco-friendly gadgets presents an opportunity for TechEdge Gadgets to launch a sustainable product line.
4. **Threats (威胁): Challenges from competitors or the market.**
*Example:*
Intense competition from established brands and rising production costs could reduce TechEdge Gadgets' market share.

**2. Activity: Create a SWOT for your business**

**Task:**
In groups, brainstorm:

* Two strengths.
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* Two weaknesses.
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* Two opportunities.
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* Two threats.
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**3. Homework:**

Create a SWOT analysis for a company that you know.

* Two strengths.
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* Two weaknesses.
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* Two opportunities.
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* Two threats.
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**Handout 2: Competitor Analysis**

**Objective:**

* Understand how to compare your business with competitors.

**1. What is Competitor Analysis (竞争对手分析)?**

Competitor analysis helps a business learn about other companies in the same market.

**What to Look For:**

* **Products:** What are their features?
* **Prices:** Are they higher or lower than yours?
* **Marketing:** How do they advertise?

**2. Activity: Compare Competitors**

**Task:**
Choose a competitor for your business and answer:

* What do they do better than your business?
* How can your business stand out?

**3. Homework:**

Choose any product and compare two companies that sell it. Describe one way each company attracts customers.
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