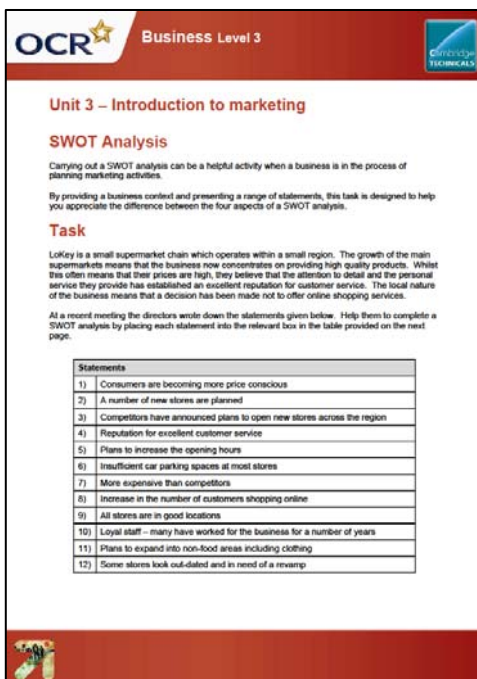


Unit 3 – Introduction to marketing

SWOT Analysis

Instructions and answers for Teachers

These instructions should accompany the OCR resource ‘SWOT Analysis’, which supports the OCR Level 3 Cambridge Technical Certificate in Business Unit 3 – Introduction to marketing



Unit 3 – Introduction to marketing

SWOT Analysis

Carrying out a SWOT analysis can be a helpful activity when a business is in the process of planning marketing activities.

By providing a business context and presenting a range of statements, this task is designed to help you appreciate the difference between the four aspects of a SWOT analysis.

Task

LoKey is a small supermarket chain which operates within a small region. The growth of the main supermarkets means that the business now concentrates on providing high quality products. Whilst this often means that their prices are high, they believe that the attention to detail and the personal service they provide has established an excellent reputation for customer service. The local nature of the business means that a decision has been made not to offer online shopping services.

At a recent meeting the directors wrote down the statements given below. Help them to complete a SWOT analysis by placing each statement into the relevant box in the table provided on the next page.

Statements	
1)	Consumers are becoming more price conscious
2)	A number of new stores are planned
3)	Competitors have announced plans to open new stores across the region
4)	Reputation for excellent customer service
5)	Plans to increase the opening hours
6)	Insufficient car parking spaces at most stores
7)	More expensive than competitors
8)	Increase in the number of customers shopping online
9)	All stores are in good locations
10)	Loyal staff – many have worked for the business for a number of years
11)	Plans to expand into non-food areas including clothing
12)	Some stores look out-dated and in need of a revamp

Associated Files:
SWOT Analysis

Expected Duration:
Approximately 10 minutes, but could be developed further

Carrying out a SWOT analysis can be a helpful activity when a business is in the process of planning marketing activities.

By providing a business context and presenting a range of statements, this task is designed to help learners appreciate the difference between the four aspects of a SWOT analysis.

Once completed this task could then be used to stimulate further discussion about how useful it is and what the key priorities might be for the business outlined in the scenario.



Task

LoKey is a small supermarket chain which operates within a small geographic region. The growth of the main supermarkets means that the business now concentrates on providing high quality products. Whilst this often means that their prices are high, they believe that the attention to detail and the personal service they provide has established an excellent reputation for customer service. The local nature of the business means that a decision has been made not to offer online shopping services.

At a recent meeting the directors wrote down the statements given below. Help them to complete a SWOT analysis by placing each statement into the relevant box in the table provided.

The statements have been included in the correct areas of the SWOT analysis table below.

Strengths	Weaknesses
4) Reputation for excellent customer service	6) Insufficient car parking spaces at most stores
9) All stores are in good locations	7) More expensive than competitors
10) Loyal staff – many have worked for the business for a number of years	12) Some stores look out-dated and in need of a revamp
Opportunities	Threats
2) A number of new stores are planned	1) Consumers are becoming more price conscious
5) Plans to increase the opening hours	3) Competitors have announced plans to open new stores across the region
11) Plans to expand into non-food areas including clothing	8) Increase in the number of customers shopping online



This activity offers an opportunity for English skills development.

LESSON Elements

The building blocks you need to construct informative and engaging lessons

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