What is your product?

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How good is this product? Complete a SWOT analysis.

Strengths and weaknesses are internal, these are things you can control. Opportunities and threats are external, from outside and you can't control them.



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| Strengths (e.g.design, function, your skills, money) | Weaknesses (e.g design, function, materials, your skills, money, style) |
| Opportunities (e.g.there is a need for the product, what is your competition like, do your customers have the money for this product?) | Threats (e.g.there is a need for the product, what is your competition like, do your customers have the money for this product?) |

You want the product that one of your classmates has. You must persuade your classmate to swap products – you are not allowed to steal.

What words did you use to persuade your classmate to swap?

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