

# Principles of Management

PRACTICAL SESSION 5

ISEG – FALL 2019

# Agenda



Presentations 2-B  
and 3.3



SWOT Analysis of two  
companies



Late arrival to work

# SWOT Analysis

GOOGLE, FIAT, ADIDAS, OR DISNEY

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## STRENGTHS

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such

# W

## WEAKNESSES

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition

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## OPPORTUNITIES

- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services
- Press/media

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## THREATS

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company



# I've Overslept... Again

EMPLOYEE SYSTEMATICALLY ARRIVING LATE