

ENGLISH PLUS

WITH
ANSWER
KEY

PRACTICE WORKSHEETS



PROFESSIONAL ENGLISH

MARKETING SWOT ANALYSIS

Professional English | Marketing | SWOT Analysis

1. The extracts below are from a SWOT analysis. Do they describe strengths, weaknesses, opportunities or threats?

(A) _____

Competition is growing in this market, which could lead to a price war. There are now a lot of sites that offer the same service and product categories as Amazon. Amazon is a global brand but in some local markets the main competitor could be stronger and preferred by consumers.

(B) _____

Amazon has added a lot of new categories, but this may damage the brand. For example, offering automobiles may be confusing for customers. Due to increased competition, the offer is undifferentiated.

(C) _____

In 2004 Amazon moved into the Chinese market. There is huge potential here, In 2005 Amazon launched a new loyalty program, AmazonPrime, which should maximize purchases from the existing client base.

(D) _____

Amazon is a global brand, operating in over fifty countries. It was one fo the first online retailers and today it has an enormous customer base. It has built on early successes with books, and now has product categories that include jewelery, toys and games, food and more. It has an innovative Customer Relationship Management program.

2. complete the sentences below using words from the list.

Verb	Noun	Adjective
NA	opportunity	opportune
strengthen	strength	strong
threaten	threat	threatening
weaken	weakness	weak

- Currently, the company is under **(A)** _____ from its main competitors.
- In order to grow, the company will have to create new **(B)** _____, not just exploit existing **(C)** _____.
- We need to minimize **(D)** _____ and **(E)** _____.
- To remain ahead of the competition, we will need to anticipate **(F)** _____ such as increased raw material costs.

3. Correct the mistakes using words and expressions you learned in the episode.

A. The brand is very strengthened.

B. Today, competitor fears about health are one of the biggest threats to the processed food sector.

C. An undifferentiated offer will weakness the company in the short term.

D. A clear opportunity is a gape in the market.

E. We may be threatened by the emerging trend towards online shopping.

F. A war of prices has weakened our profitability.

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1. A. Threats B. Weaknesses C. Opportunities
D. Strengths
2. A. ● threats B. ● opportunities C. ● strengths
D. ● weaknesses E. ● threats F. ● threats
3. A. The brand is very strong.
B. Today, consumer fears about health are one of the biggest threats to the processed food sector.
C. An undifferentiated offer will weaken the company in the short term.
D. A clear opportunity is a gap in the market.
E. We may be threatened by the emerging trend towards online shopping.
F. A price war has weakened our profitability.