

## **ASSIGNMENT**

1. Describe SWOT analysis as a way to guide internal analysis. How does this approach reflect the basic strategic management process?
2. Describe the distance between primary and support activities using value chain analysis.
3. Attempt to apply SWOT analysis to yourself and your career aspirations. What are your major strengths and weaknesses? How might you use your knowledge of this strengths and weaknesses to develop your future career plans?