

Name:

Date:

Class:

Situation Analysis

Skill:

- Analysis (AN)

Time on Task:

- 15–20 minutes

Goal/Purpose:

- The goal of this activity is to determine a situation analysis for a small business. *Choose a small business in your local area. Imagine that you are the owner of the business and create a brief situation analysis for the business. If you do not have access to some of the information you need, base your responses on your own observations. Record your information in the space provided. Your instructor will direct you to the approximate method to submit this information. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.*

1. List the name of your business.

Answer:

2. What is the effect of the current economic situation on marketing and sales at your business?

Answer:

3. In your own words, summarize your target market.

Answer:

4. List your primary direct and indirect competitors.

Answer: