**3.1.3 SWOT analysis**

1. SWOT analysis should be applied to a range of business examples, covering businesses of different sizes, with different objectives and operating in different sectors. This will enable students to gain a good overview of the differing nature of each aspect in different situations; for example, a micro start-up business compared with a large multinational. Students should consider how SWOT analysis can be used to make strategic and/or tactical decisions to achieve corporate objectives.

Strengths and weaknesses encompass aspects of the business functions that they can directly influence, such as people, marketing, finance and operations. Opportunities and threats relate to the external environment which can only be reacted to–this section could be taught with PESTLE in 3.1.4.