

Exercise SWOT Analysis Sheet

For the Ryan family, brainstorm about ideas related to the four areas below.
Use this sheet to determine whether the Ryans should explore an enterprise idea further.
For answers, see the inside back cover.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Exercise SWOT Analysis Answers

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> • Longevity — the Ryans have been farming for 50 years. • They raise their own replacements and feedstuffs. • Family's insurance is paid from an off-farm job. • They have off-farm income. • They use family for labor. • There are multiple generations living on the farm. • They are willing to explore alternatives. • They have good family communication. • They have available land and a building to use for an alternative business. 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> • They still need to withdraw \$30,000 per year for family living expenses. • They are located in a rural area. • The son is not interested in continuing the farming operation. • They need to set money aside for children's college expenses. • They will need to support multiple families in the near future. • They may need to hire some outside labor for the alternative enterprise. • No one has cheesemaking experience.
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • They are located close to a suburban area. • They have good road frontage. • The nearest city has 100,000 people. • Jane has a bachelor's degree from college. • Jane wants to return to the farming operation. • They are located on a well-traveled rural highway. 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • There may be other cheesemakers in the area with the same marketing ideas. • They have a 76-mile round trip to the city. • This does not say if they have a vehicle to transport the cheese. • Need a steady workforce from a rural area. • Government regulations may dictate many aspects of the operation.

These answers are meant to be a guide and may not be the same as your answers. Every person sees a business from his or her own perspective and may read the information differently. You can apply these principles to your business and analyze your operation.