

# BUSINESS PLAN PROJECT: Competitive Analysis

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This week, you'll be adding four more slides to your PowerPoint:

9. Prepare a SWOT analysis
10. Develop a plan for conducting market research
11. Analyze your competitors (direct and indirect)
12. Examine your competitive advantage

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Also, make sure to look back over your initial slides and see if any changes or additions need to be made.

**I CAN TELL YOU THAT YOUR FIRST 8 SLIDES NEED WORK!!! (yes, you!)**

**ADD FORMATTING, MAKE SURE THE FONT SIZE IS LEGIBLE (LARGER FONT), AND INCLUDE CLIPART OR PHOTOS. SLIDES LIKE THESE ARE NOT GOOD ENOUGH...**



**... THE IDEAS ARE GOOD, BUT THEY NEED FURTHER DEVELOPMENT. THE FORMATTING ALSO NEEDS WORK. YOU WANT TO GET PEOPLE EXCITED ABOUT YOUR BUSINESS IDEA!**