The paper should include all of the following:

1. **Title page -** the title of paper, company/organization name, your name, course, and date of submission.
2. **Purpose –** briefly describe what the SWOT methodology is and the business/organization you are focusing on.
3. **SWOT Analysis –** include a SWOT Analysis table and describe each quadrant (strengths, weaknesses, opportunities, threats) for your organization. Each quadrant should be clearly identified in the analysis and the description should include the importance of the attributes to the organization.
4. **Conclusion –** synthesize the findings from the SWOT analysis.
5. **References -** cite **at least** two resources with APA formatted citation and reference.

Format

- Double spaced. Any 11- or 12-point font.
- Paper should be approximately **3-4 pages** in length, excluding title page and references.
- Cite **at least** two resources with APA formatted citation and reference. Incorporate at least two resources correctly; one reference should be from the course materials and one reference should be external. An external resource is a resource other than those provided in the class or textbook. Incorporate properly formatted APA citations in the

text of your document for each reference used. Then, place an APA style reference page at the end of your document.
- Consider your audience – you are writing in the role of a business analyst and your audience is upper management of the organization.
- Compare your work to the Grading Rubric below to be sure you have met content and quality criteria.
- Submit your paper as a Word or PDF document to the appropriate folder under Activities and Assessments > Assignments in the classroom.