**SWOT Analysis**

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| Strengths:  | Weaknesses:  |
| Opportunities:  | Threats:  |

**SWOT Analysis**

**Example: Netflix**

|  |  |
| --- | --- |
| Strengths: * Original Content
* Netflix was First and is Arguably Synonymous with Online Video Streaming
* Algorithms for Suggested Shows
* Deals with Media Companies for Exclusive Streaming
* Vast Library of Programming
 | Weaknesses: * Prioritizing Original Content Over Proven Favorites
* Content Can Disappear at Any Time at the Company’s Discretion
* Prices Have Hiked in the Past, Angering Consumers
 |
| Opportunities: * DVDs Purchases and Rentals are Declining
* Younger Generations Are Ditching Cable in Favor of Streaming
* The Availability of the Internet
* People Consume More Content Today Than Ever Before in History
 | Threats: * Number of Streaming Competitors is Growing
* Media Companies are Gaining Leverage and Demanding Higher Payments for Content
* Some Online Videos Are Viewed for Free or Even Illegally
 |