

Assignment Details and Rubric



This week's Assignment consists of reading a scenario about Sandwich Blitz, Inc. and writing about what strengths, weaknesses, opportunities, and threats (SWOT) that the business faces if Dalman and Lei commit to a large-scale expansion of their business.

In this Assignment on creating a business SWOT analysis for Sandwich Blitz, you will engage in developing the following professional competencies:

- Problem solving and critical thinking by analyzing qualitative data in decision making.

Click on the Video icon in the course to sit in on an operational meeting Dalman and Lei are having about the company.

Dalman and Lei have recently discussed the future of Sandwich Blitz. Lei has noted the emergence of two new franchise operations that offer food and beverages similar to that of Sandwich Blitz. Although these have not yet entered the market, she feels that this is only a matter of time. The company has the resources to open two additional locations if good places can be found. The recent economic downturn has adversely affected the occupancy rates in the larger office parks that have historically been good locations for their shops. They could always look at other cities but have never considered this. Dalman and Lei are wondering if they expand again, should it be a small expansion or should they try something on a larger scale.

After reading the scenario above and the readings in the text for Unit 3 and completing the practice Learning Activities in this unit, what do you think are the strengths, weaknesses, opportunities, and threats (SWOT) that the business faces if Dalman and Lei commit to a large-scale expansion of their business? Be sure to identify at least one strength, one weakness, one opportunity, and one threat that apply to the scenario.

Write your Assignment in paragraph form, using Microsoft Word. Your document should be at least 1 double-spaced page in length, using size 12-point type size. This Assignment should be free of spelling and punctuation errors.

Submission Instructions:

Draft your Assignment paper at least 1 double-spaced page in length, using size 12 point font in MS Word format. Be sure your paper is well written in paragraph form, with correct spelling, grammar, and punctuation. Be sure to name your file according to the Kaplan file-naming convention.

Submit to the Unit 3 Assignment Dropbox.

For additional help submitting to the Dropbox, please see the Dropbox Guide under Academic Tools.

This Assignment addresses the following unit outcome:

- Interpret the elements of a basic SWOT analysis.

AB140 Unit 3 Grading Rubric	Percentage	Possible Points
<p>Content, Focus, Use of Text and Research:</p> <p>Identified at least one strength, one weakness, one opportunity, and one threat that apply to Sandwich Blitz in this scenario.</p>	50%	18
<p>Analysis and Critical Thinking:</p> <p>Responses demonstrated critical thinking and analysis and exhibited application of information.</p>	30%	10
<p>Spelling, Grammar, and Format:</p> <p>Clear business writing. Spelling and grammar are acceptable. Formatting follows instructions.</p>	20%	7
Total	100%	35