

SWOT ANALYSIS

Before an entrepreneur starts a business, he/she has to do a lot of research and draw up a business plan.

Part of the research would be to do a SWOT analysis:

S-Strengths

W-Weaknesses

O-Opportunities

T-Threats

The strengths and weaknesses refer to internal characteristics of the entrepreneur, such as commitment, motivation, willing to take risks or lazy, shy etc.

The opportunities and threats refer to external factors such as the weather, the economy, financial ability etc.

A SWOT analysis is usually done in the format shown in the next document.

ADVERTISING

Types of advertising

1. Print: Newspapers, magazines
2. Outdoor: Bill boards, events
3. Broadcasting: TV, radio
4. Celebrity: Well-known people endorse products
5. Social media: internet, Instagram

Principles of advertising

AIDA

1. A-attract attention
2. I-create interest
3. D-make people desire/want the product
4. A-take action

Grade 7 EMS

Design an advertisement

Total marks: 15

Design a new advert or Johannes (from the SWOT analysis) to attract attention to his business. Use the rubric below to guide you.

	1	2	3
Handed in on time or late	Handed in 2 or more days late	Handed in the next day	Handed in on time
Effort made with the design	Very little effort made, poor design	Evidence of a reasonable effort made	Excellent effort and design
Instructions followed	Had difficulty following instructions	Made an effort to follow instructions	Instructions followed precisely
The required elements of the advertisement present (AIDA)	Very few of the required elements of the advertisement present	Some of the required elements of the advertisement present	All the required elements of the advertisement present
Use of language and correct grammar/spelling	Poor use of language. Poor spelling and grammatical skills	Fairly good use of language. Average spelling and grammatical skills	Very good use of language. Good spelling and grammatical skills