**Monster’s Inc SWOT Analysis**

**Directions: As you watch Monster’s Inc., create a SWOT Analysis matrix for the company Monsters Incorporated. You must list at least 4 items under each area of the matrix. At the end of this activity, write a situational analysis paragraph explaining what you found while conducting your SWOT analysis. (Video is available at** <https://www.youtube.com/watch?v=Po6OMK-4txo>)

**Consider the following when conducting your SWOT analysis:**

* **The employees of the company**
* **Company management**
* **Ethical practices of the company**
* **Products the company offers**
* **Competition**

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| **Strengths**1.2.3.4. | **Weaknesses**1.2.3.4. |
| **Opportunities**1.2.3.4. | **Threats**1.2.3.4. |

**Write your situational analysis statement/paragraph over the Monsters Incorporated company in on the back of paper of this paper.** *(Example. of how to start: “While the Monster’s Inc company does an excellent job of \_\_\_\_\_\_\_\_\_\_\_, they still have areas that could be improved upon...*