“Format Layout” (S.W.O.T. Analysis)

**Strengths**

- **Produced by Students**
  - Why is this Strength?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)
- **No expectations–**
  - Why is this Strength?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)
- **Experienced Staff–**
  - Why is this Strength?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)

**Opportunities**

- **Selling with “School Fees”–**
  - How is this an Opportunity?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)
- **Advertisements in the Video–**
  - How is this an Opportunity?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)
- **Discount Promotions–**
  - How is this an Opportunity?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)
- **School Partnerships–**
  - How is this an Opportunity?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)
- **Specialization–**
  - How is this an Opportunity?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)
- **Equipment Upgrades–**
  - How is this an Opportunity?
  - Feature – Benefit (How does this benefit the success of the Video Yearbook; Sales)

**Weaknesses**

- **Staffing**
  - Why is this a weakness?
  - Condition– Detriment (How can this weakness hurt PCHS Video Productions and the Video Yearbook; Sales)
- **Commitment–**
  - Why is this a weakness?
  - Condition– Detriment (How can this weakness hurt PCHS Video Productions and the Video Yearbook; Sales)
• **Equipment**-
  o Why is this a weakness?
  o Condition– Detriment (How can this weakness hurt PCHS Video Productions and the Video Yearbook; Sales)

• **Introductory Stage**-
  o Why is this a weakness?
  o Condition– Detriment (How can this weakness hurt PCHS Video Productions and the Video Yearbook; Sales)
  o

**Threats**

• **Graduation Video**-
  o Why is this a threat?
  o Description - (How can this threaten the potential success of PCHS Video Productions and the Video Yearbook; Sales)
    ▪ Competition
    ▪ Legal/Political

• **DVD Burners/CD Burners**-
  o Why is this a threat?
  o Description - (How can this threaten the potential success of PCHS Video Productions and the Video Yearbook; Sales)
    ▪ Competition
    ▪ Legal/Political

• **Regular Year Book**-
  o Why is this a threat?
  o Description - (How can this threaten the potential success of PCHS Video Productions and the Video Yearbook; Sales)
    ▪ Competition
    ▪ Legal/Political

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