

## Grade 7 EMS Worksheet

### Assessment Task: SWOT analysis

#### Discover the entrepreneur in you (Individual activity)

Read the information on a SWOT analysis below and do the exercise that follows.

#### **How to do a SWOT analysis**

Take a large piece of paper and divide it into four squares.  
 The top left square should read STRENGTHS; the top right square WEAKNESSES; the bottom left OPPORTUNITIES and the bottom right THREATS.  
 Be honest with yourself when you identify your strengths and weaknesses.  
 Ask yourself: What attributes do I have that will help me become an entrepreneur?  
 To identify your weaknesses, ask yourself: What internal weaknesses are harmful to my goal of becoming an entrepreneur?  
 The opportunities are the external conditions that will help you achieve your objective.  
 The threats are external conditions that will make it difficult for you to achieve your objective.

- a) List your strengths and weaknesses.
- b) List your opportunities and threats.
- c) Which of your strengths will make you a good entrepreneur?
- d) Identify the weaknesses and threats you need to overcome in order to become an entrepreneur. Explain how you can overcome them.

#### **Self-assessment checklist**

Criteria	Yes	No
I was able to do a SWOT analysis of myself.		
I realised that I had strengths and opportunities that could help me become an entrepreneur.		
I started thinking about my weaknesses and the threats that could make it difficult for me to become an entrepreneur.		
I appreciate that we are all different and have different strengths and weaknesses.		

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### Suggested Solutions

Question number	Possible marks	Solution				
1		<p>Thabo discovered an opportunity to sell vegetables. Look at the example of Thabo's SWOT analysis.</p> <p>a) and b)</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• hardworking</li> <li>• generous</li> <li>• able to persevere</li> <li>• friendly</li> <li>• can talk my way out of any situation</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• I'm impatient.</li> <li>• I expect a lot from others.</li> <li>• I spend my money easily.</li> <li>• I give money away to my own detriment.</li> <li>• I don't pay attention to detail.</li> </ul> </td> </tr> <tr> <td style="vertical-align: top;"> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• My uncle owns a factory where I do my packaging.</li> <li>• The community has a need for what I have to offer.</li> <li>• My mom is willing to help me financially.</li> <li>• I live close to the market.</li> </ul> </td> <td style="vertical-align: top;"> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Charlie already sells vegetables.</li> <li>• The vegetables go rotten if not refrigerated.</li> <li>• I don't have much time between school and soccer practice to sell the vegetables.</li> </ul> </td> </tr> </table> <p>c) Being hardworking, able to persevere, able to think on my feet and being friendly.</p> <p>d) I spend my money too easily and give it away too. I will need to learn to work more prudently with my money.</p> <p>I also don't pay attention to detail, so I will have to learn to be more of a perfectionist in my work.</p> <p>Charlie is a threat, because he is my competition. I will have to sell my vegetables for cheaper or give better service. Maybe I will offer a delivery service to my customers.</p> <p>I will have to make a plan to overcome my time problem. I cannot give up the soccer, because I want to get a scholarship through my soccer one day. Maybe I can get my friend to help me.</p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• hardworking</li> <li>• generous</li> <li>• able to persevere</li> <li>• friendly</li> <li>• can talk my way out of any situation</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• I'm impatient.</li> <li>• I expect a lot from others.</li> <li>• I spend my money easily.</li> <li>• I give money away to my own detriment.</li> <li>• I don't pay attention to detail.</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• My uncle owns a factory where I do my packaging.</li> <li>• The community has a need for what I have to offer.</li> <li>• My mom is willing to help me financially.</li> <li>• I live close to the market.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Charlie already sells vegetables.</li> <li>• The vegetables go rotten if not refrigerated.</li> <li>• I don't have much time between school and soccer practice to sell the vegetables.</li> </ul>
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### Appendix of Assessment Tools

#### Self-assessment checklist

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