

SWOT Video Script and Storyboard

| Slide | On screen images | On screen text | Narration Script |
|-------|--|---|---|
| 1 | Business interior background Plant (moving) Anna waving Fan down transition | Business Strategy SWOT Analysis | Meet Anna. |
| 2 | Anna sitting in her office at her desk, text displays on computer screen Slide up transition | Anna's Interiorscaping Interior Plant Rentals Watering and Care | Anna runs a business that supplies plants to decorate corporate offices. |
| 3 | A florist behind a counter/table, with flowers and small plants "For Sale" or price tags on some plants Slide right transition | Florist sign/logo | Other florists in the area only sell plants. |
| 4 | Anna is standing in a client's business interior with plants and a watering can. Include some animated plants to show they are "live" Slide up transition | Trianglus International (logo on wall) | Anna rents the plants and provides a service to care for the plants. Renting and caring for the plants makes Anna's business unique. |
| 5 | Diagonal split screen L\R L= info for "s" on light purple left corner triangle R= right side of slide 4 Slide right transition | Large S in dark purple circle Strength Gives the business an edge or ADVANTAGE. | This is a strength, or characteristic, that gives her business an edge. |
| 6 | Anna in her office and at her desk, Social media icons | n/a | However, Anna isn't sure how many businesses know about her plant services, because she |

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| | (twitter, FB, IG) on computer screen Thought bubble above Anna's head with a question mark Slide up transition | | isn't good with social media, like other florists are. |
| 7 | Diagonal split screen L/R L= left side of slide 6 R= info for "w" on light green right corner triangle Slide right transition | Large W in dark green circle Weakness LIMITATION of the business. | Not using social media is a weakness, or limitation, of the business. |
| 8 | Outside city background New office buildings popping up Slide up transition | n/a | New tax cuts have made it more attractive for large companies to move their corporate offices to Anna's city. |
| 9 | Diagonal split screen L\R L= info for "o" on light blue left corner triangle R= right side of slide 8 Slide right transition | Large O in dark blue circle Opportunity Chance to IMPROVE the business. | The increase of corporate offices represents an opportunity, or a chance for Anna to improve her business. |
| 10 | Office interiors setting Competitor with office furniture and fake (not moving) plants Slide up transition | Office Interiors logo | A local company that specializes in office interior design includes artificial plants as part of their design package to corporations. |
| 11 | Diagonal split screen L/R L= left side of slide 10 R= info for "t" on light red right corner triangle Fan up transition | Large T in dark red circle Threat Factor that could HURT the business. | This company represents a threat or factor that could hurt Anna's business. |

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| 12 | <p>Anna sitting at computer in her office</p> <p>SWOT analysis template on computer screen with each quadrant labeled (each quadrant has same color circle/background as earlier screens for S W O and T)</p> <p>Change animation for Anna with each quadrant of SWOT.</p> | <p>SWOT Analysis</p> <p>S STRENGTH Only plant rental and watering service in area</p> <p>W WEAKNESS Does use social media Not well-known</p> <p>O OPPORTUNITY New offices can lead to new business</p> <p>T THREAT Competition with artificial plants</p> | <p>Let's recap what is happening with Anna's business.</p> <p>A strength is that she has the only business in the area that provides a plant rental and watering service.</p> <p>A weakness is that she doesn't use social media, and her business isn't well-known.</p> <p>An opportunity is that new corporate offices in the area can potentially increase her business.</p> <p>A threat is that the interior design company sells artificial plants that don't need watering to offices.</p> <p>During this module, you will learn how a SWOT analysis can be a useful tool in developing a business strategy.</p> |