

# 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</p> <p>(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>