

# SWOT Video Script and Storyboard

| Slide | On screen images   | On screen text  | Narration Script  |
|-------|--|---|---|
| 1     | Business interior background<br>Plant (moving)<br>Anna waving<br><br>Fan down transition   | Business Strategy<br>SWOT Analysis  | Meet Anna.  |
| 2     | Anna sitting in her office at her desk, text displays on computer screen<br><br>Slide up transition  | Anna's Interiorscaping<br>Interior Plant Rentals<br>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<br>"For Sale" or price tags on some plants<br><br>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"<br><br>Slide up transition | Trianglus International (logo on wall)  | Anna rents the plants and provides a service to care for the plants.<br><br>Renting and caring for the plants makes Anna's business unique. |
| 5     | Diagonal split screen L\R<br>L= info for "s" on light purple left corner<br>triangle<br>R= right side of slide 4<br><br>Slide right transition                   | Large S in dark purple circle<br>Strength<br>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,<br>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<br>Thought bubble above Anna's head with a question mark<br><br>Slide up transition                   |   | isn't good with social media, like other florists are.   |
| 7     | Diagonal split screen L/R<br>L= left side of slide 6<br>R= info for "w" on light green right corner triangle<br><br>Slide right transition | Large W in dark green circle<br>Weakness<br>LIMITATION of the business.       | Not using social media is a weakness, or limitation, of the business.  |
| 8     | Outside city background<br>New office buildings popping up<br><br>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<br>L= info for "o" on light blue left corner triangle<br>R= right side of slide 8<br><br>Slide right transition  | Large O in dark blue circle<br>Opportunity<br>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<br>Competitor with office furniture and fake (not moving) plants<br><br>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<br>L= left side of slide 10<br>R= info for "t" on light red right corner triangle<br><br>Fan up transition       | Large T in dark red circle<br>Threat<br>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<br/>STRENGTH<br/>Only plant rental and watering service in area</p> <p>W<br/>WEAKNESS<br/>Does use social media<br/>Not well-known</p> <p>O<br/>OPPORTUNITY<br/>New offices can lead to new business</p> <p>THREAR<br/>Threat<br/>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> |