

Module 5
Kit 3
Activity 3

ePortfolio Section 4: The Social Business Plan - Evaluation (Part G)

Trainer's Instructions:

Trainers introduce learners to business plan evaluation (SWOT) using the powerpoint (10 minutes)

Trainers will support learners in completing the business plan evaluation for their social business using the SWOT template in the ePortfolio (Part G) (50 minutes).

Part G: Evaluation (section 5 ePortfolio)

(Complete each section of the evaluation template, a maximum of 4 points in any one section).

SWOT Analysis

<p><u>Strengths</u></p> <p><u>Examples</u></p> <ul style="list-style-type: none"> Unique Idea Good relationships with users Low costs Enthusiastic entrepreneur 	<p><u>Weaknesses</u></p> <p><u>Examples</u></p> <ul style="list-style-type: none"> No reputation (new business) Small number of staff Access to finance Limited entrepreneurial experience 	<p>Remember: Strengths and weaknesses are internal to your social enterprise</p>
<p><u>Opportunities</u></p> <p><u>Examples</u></p> <ul style="list-style-type: none"> Social enterprise sector is growing Government support for social enterprise No/ limited number of competitors 	<p><u>Threats</u></p> <p><u>Examples</u></p> <ul style="list-style-type: none"> Potential competitors Changing customer needs Changing technology 	<p>Remember: Opportunities and threats are external to your social enterprise</p>