

**Farm Business Management  
Assignment Sheet 1—SWOT Analysis**

Worksheets to assist with the SWOT Analysis are easy to develop. You may want to use this format. Be sure and include all employees of the farming operation in the SWOT Analysis.

**Strengths Worksheet**

*(List all of the Internal Strengths of the Farming Operation)*

*Question*

*Answer*

- |                                     |  |
|-------------------------------------|--|
| 1. What does the operation do well? | Market healthy, quality, 60 pound, ¾ Boer kids |
|-------------------------------------|--|

**Weakness Worksheet**

*(List all of the Internal Weaknesses of the Farming Operation)*

*Question*

*Answer*

- |   |                                    |
|---|------------------------------------|
| 1. What does the farming operation not do well? | Direct market weaned kids for 4-H. |
|---|------------------------------------|

## Opportunities Worksheet

*(List all of the External Opportunities of the Farming Operation)*

*Question*

*Answer*

1. What new technologies are available that the farm operation can use to lower costs or improve marketing?

Tele-auctions of healthy, quality,  $\frac{3}{4}$  Boer, 60 pound kids

## Threats Worksheet

*(List all of the External Threats of the Farming Operation)*

*Question*

*Answer*

1. What local government obstacles does the farming operation face?

No rural water system is available to the farm in case of drought; the farm is located 12 miles from town down a one-lane unpaved dirt road with a 5,000 lbs. load limit on the bridge. The bridge prevents the local feed mill from shipping bulk grain directly to my farm.

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