**Interpreting Financial Information**

**Company SWOT Analysis Assignment #3**

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| --- | --- | --- | --- | --- |
| Category | 20 | 15 | 8 | 1 |
| Strengths/ Weakness | Clearly identifies at least 2 strengths and 2 weaknesses for assigned company | 2 strengths and 2 weaknesses identified but are vague | One strength or weakness is missing | More than one strength and weakness is missing |
| Opportunities/ Threats | Clearly identifies at least 2 opportunities and threats for assigned company | 2 opportunities and 2 threats identified but are vague | One opportunity or threat is missing | More than one opportunity or threat is missing |
| Organization | Work is well organized and easy to understand. Information is appropriately placed in its respective section | The organization is generally good, but one item may be placed in an incorrect section | The organization is unclear. 2 items are placed in an incorrect section | More than 2 items are places under the wrong section |
| Grammar | Here are no grammatical mistakes on the SWOT analysis | There is 1 grammatical mistake on the SWOT analysis | There are 2 grammatical mistakes on the SWOT analysis | There are more than 2 grammatical mistakes on the SWOT analysis |
| Summary | Includes a thorough summary of recommendation based on analysis | Included an adequate summary based on the analysis | Included an incomplete summary, somewhat based on the analysis, somewhat based on opinion | Either includes an incomplete summary solely based on opinion, not facts, or does not include one |