

## SWOT ANALYSIS EXERCISE

The purpose of this exercise is to do a specific planning analysis of a company and the industry in which it competes.

Cooperative A is three years' old. It is owned by 400 farmers. It is located in the heart of agriculture in a 10-county region. It is a marketing cooperative which supplies seed and fertilizer to its members. It has a CEO, a secretary, a marketing director, and one field man. All of its products are purchased on the open market. Seed is under contract. Fertilizer is under contract, but propane is bought on the spot market and delivered to farmers in leased tanks. Cooperative A has major debt because it is now trying to expand its operations to begin making feed and for buying propane tanks for placement on farms. It is also trying to increase its membership by going head-to-head with Pioneer and Cargill.

On this page and the next, do a brief SWOT analysis of this cooperative. Identify its:

Strengths

Weaknesses

Opportunities

Threats