

SWOT analysis

2017-18

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EXTERNAL AUDIT

- ▶ External audit should analyse:

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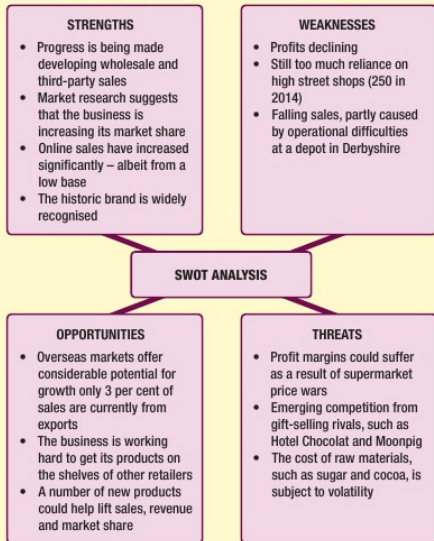
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- ▶ **threats:** possible hazards that may damage the business – identified from *external audit*

AN EXAMPLE OF A SWOT ANALYSIS

SWOT analysis for Thorntons



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- ▶ **Trade association:** an organisation whose members are all involved in the same industry or trade. The organisation pursues the interests of these businesses.

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- ▶ **Supply curve:** a line drawn on a graph that shows how much of a good sellers are willing to supply at different prices

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- ▶ **Total revenue or total expenditure:** the amount of revenue generated from the sale of goods calculated by multiplying price by quantity in a given period of time