

# **Unit 5 BUSINESS and PROSPERITY**

## **Part 1 Teaching Plan**

- **Teaching Objective**
- **Teaching Procedure**
- **Assignment**

# **Part 2 Demo Class**



# **SWOT ANALYSIS**



**The goal of strategy:  
Win all without fighting**

**(to take All-Under-Heaven intact/  
to achieve relative market dominance/)**

**Strengths**

**Opportunities**



**Weaknesses**

**Threats**



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SWOT

ANALYSIS

EXAMPLE

**What is SWOT?**

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**Internal**



**+**

**External**

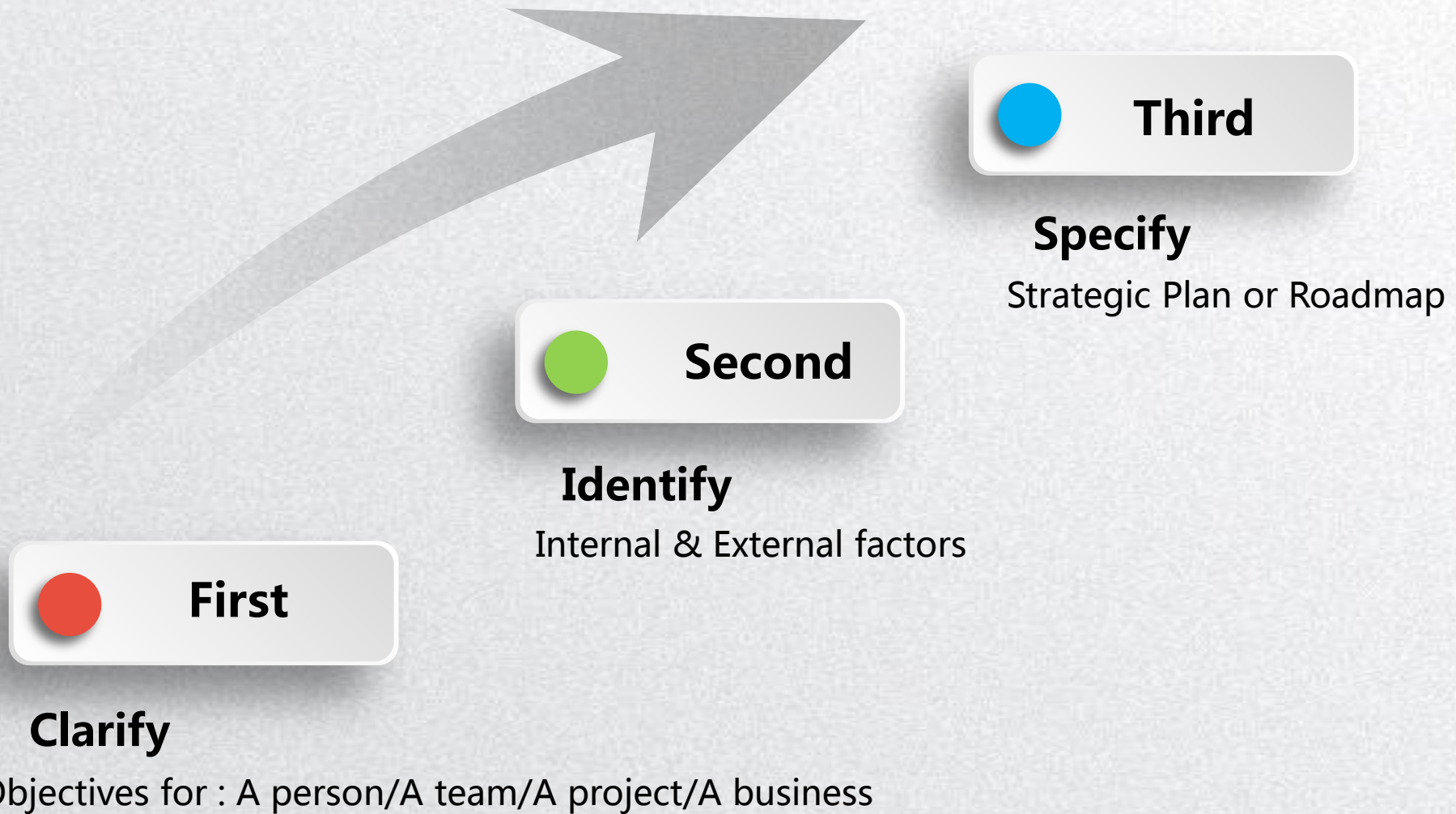


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**Strategic  
Plan**

# ● Three Steps

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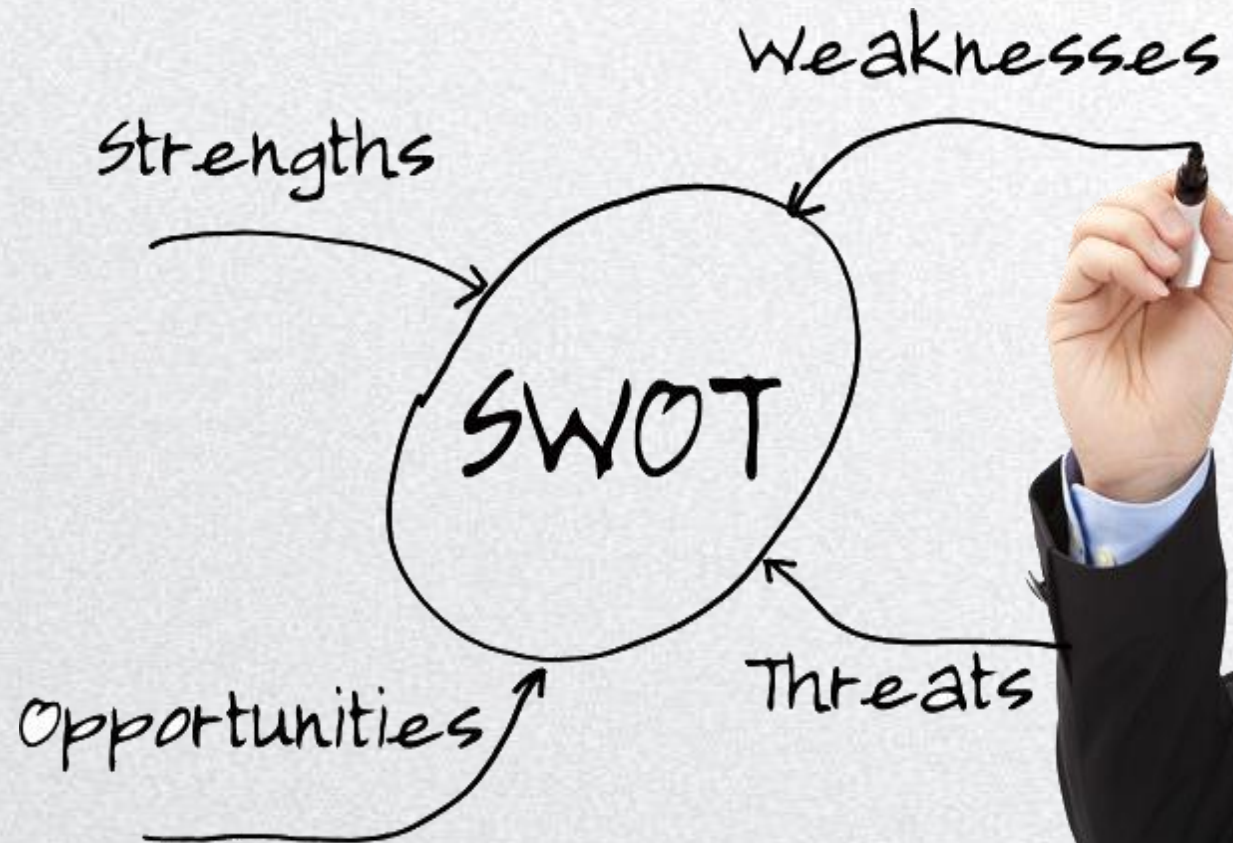




# **A Personal SWOT Analysis**

● “I” want to develop a clear **ROADMAP** to have more businesses in the interpreting market!

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Interpreter  
Certificate  
from EU



Only two  
working  
languages



AI

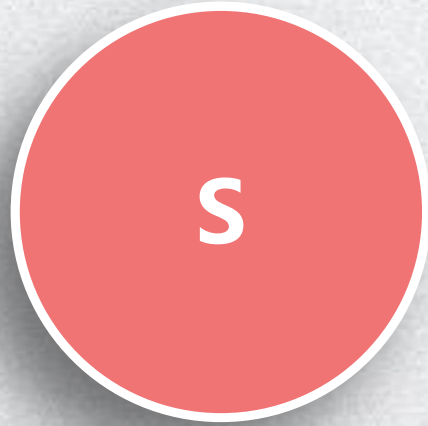


One Belt  
One Road  
Initiative



More interpreting  
students





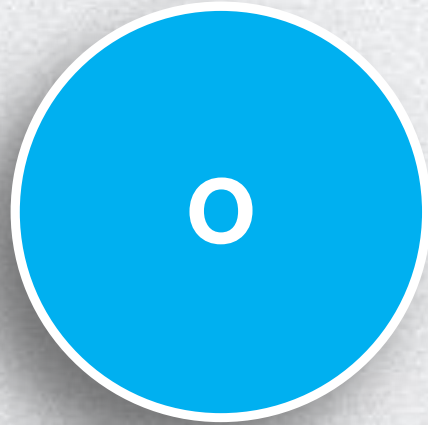
## **S**TRENGTHS

EU Certificate for interpreters



## **W**EAKNESSES

Only two working languages



## Opportunities

One Belt One Road Initiative



## Threats

Growing number of well-trained interpreters

AI technology's development

# Paragraph 2:



Businesses, like countries, have a ...

But how does one judge...?

The Western view is that ...

In contrast, the Asian view is that ...

Although both views differ, there is one constant between them...

Therefore, successful businesses.....



# Paragraph:



I, like many English teachers, work as a part-time interpreter.

But how to extent my market? A SWOT analysis tells me that:

My strengths lie in my Certificate from the EU.

In contrast, I only have two working languages.

Although OBOR has brought more international conferences that need interpreting services, there are too many new interpreters entering the market, squeezing the share.

Therefore, my strategic plan is...





# My roadmap

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**Short-term**

## **Build up my strengths**

Expand my base from Beijing to nearby cities, such as Tianjin, Jinan, and Qingdao.

## **Shore up my weaknesses**

Start to learn spanish and make it a working language within five to six years.

**Long-term**





**Your own *SWOT* analysis**

# Paragraph:



I, like many \_\_\_\_\_.

But how to make it? A personal SWOT analysis tells me that:

My strengths \_\_\_\_\_.

In contrast, I \_\_\_\_\_.

Although \_\_\_\_\_, there are opportunities, such as

\_\_\_\_\_.  
Therefore, my strategic plan is...

