

SWOT Worksheets: International Trade in the Americas

BUS 1050 Foundations of Business Thought

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What is a SWOT Analysis?

This SWOT analysis of strengths, weaknesses, opportunities and threats anticipates changes and helps determine the strategic fit between the internal, distinctive capabilities and external possibilities relative to the economic environment and commerce between two rivals. See handout for more information.

Instructions:

Worksheets: You will then be expected to use the entire set of worksheets (step 1- 4) to prepare a letter (report) to your respective king. Please read Columbus letters for a guide on style and tone. (These letters are posted on MyPage).

If you are European, then your recommendation should be addressed to King/Queen of Spain.

If you are South American, your recommendation should be addressed to Montezuma.

Report: The purpose of the letter (report) is to address of whether to 'trade' or 'no trade' . (Note: I have no preference as to your actual decision. My purpose to assess *how you came to the decision.*) You are being asked to use SWOT as a rational decision making tool and demonstrate your understanding of the course materials through your description of the analytic process (step 1,2,3, and 4). This recommendation letter should be two pages in length (double spaced).

Finally there is one question to be answered (see the last page of the SWOT worksheets).

Have fun with this assignment. If you have questions, please do not hesitate to contact me. (phone 801-957-4365 or Jeanne.westgard@slcc.edu)

Step 1 Creating the Columbian Exchange marketplace

- **Product** (what goods are there available for sale?)
- **Price** (what is the price of these goods, including barter?)
- **Place** (how are these goods distributed?)
- **Promotion** (what is the communication medium?)

Europeans

South Americans

Food

Food

Spices	Fruit
Rice	Wheat
Coconuts	Apples
Rye	Yams
Onions	Sugar
Sorghum	Millet
Soybeans	Bananas
Oranges	Plantains
Silk	Metal goods
Jewels	Precious metals

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Technologies

Technologies

Stern-post rudder	Lateen sails
Astrolabe	Sails
Magnetic compass	Three-masted caravels
Knowledge of stars	Sextant
Gun powder	Papermaking
Printing	Ships
Wheels	Livestock
Medicine	

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Ideas

Ideas

Slavery
Globalization/colonization
Religious-driven
Glory-driven
Riches-driven
Arabic number system

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Institutions

Institutions

Merchant vessels
Trading companies
Central governments with colonies
Slavery

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Step 2 SWOT Analysis: Choose 'one' culture to develop your SWOT analysis

Strength

(Potential internal assets that provide a competitive advantage)

Gunpowder/weapons
Ships
Navigation
Livestock
Wheel
Slave-labor
Knowledge of trade
Commerce systems
Strong government backing

Weaknesses

(Lack of capacity or expertise compared to the other)

Lack of New World technology (language, culture, trade, environment)

Europeans (Columbus)

Fertile land
New food and commodities
New natural resources
Larger business scale
Conquest and conversion of Native populous
New technology and knowledge of agriculture
Multiple-gene slave pool

Sea storms
Mutinies
No credibility with natives
Wars with native
Theft
Livestock disease
Predators
Pirates
Loss of cultural identity

Opportunities

(External changes that could favorably affect the competitive advantage)

Threats

(External conditions that could negatively affect the competitive advantage)

(Potential internal assets that provide a competitive advantage)

(Lack of capacity or expertise compared to the other)

STEP 3 Compare and Contrast

What are the similarities and differences between Europeans and South Americans ?

Both Europeans and South Americans have similar . . .

Strength

goods to trade
 system of trade, professional merchant class
 chain of command
 system of hierarchy
 weapons and desire for new territory
 Knowledge of the world
 good craftsmen
 religion
 disease
 medicine
 technology
 Transportation on water

Both Europeans and South Americans have similar . . .

Weaknesses

Language
 Disease
 Easy to manipulate – power
 Lack of knowledge about the other
 Timid vs fierce
 Greedy vs generosity
 Individualism vs communal values

Both Europeans and South Americans have similar . . .

Opportunities

Knowledge from each other
 Trade
 Travel
 Learning new things – education
 Language
 Wealth creation
 Access Luxury goods
 New resources
 Gold - wealth
 God – share religion
 Glory – power
 Knowledge of the world
 Potential allies
 Technology
 Education

Both Europeans and South Americans have similar . . .

Threats

Disease
 War and injury
 Death
 Loss in trade
 Thieves

Both Europeans and South Americans have different . . .

Strength

Weapons– long distance vs close range
 Language , culture, religion,
 Ways of life - Agrarian vs Conquest driven
 Access to supplies - grow vs ship
 Trade goods
 domesticated animals vs wild animals, birds
 cloth (woolen) vs. (cotton
 manufactured goods (bells, iron tools, steel vs natural goods
 (trees, copper & gold)
 Foods (domesticated grasses) vs (domesticated fruits &
 vegetables)
 Transportation on land (wheels and heavy wagons get stuck in
 swamps and rough mountainous terrain, plus they have to carry
 food for the horses vs agility of man to carry smaller load and live
 off the land)

Both Europeans and South Americans have different . . .

Weaknesses

Weapons
 Medicines
 Numbers of people
 Difference in growing crops
 Perception of each other – stupid vs gods
 Sharing of DNA (short vs long time to die)
 Education
 Language
 Technology

Both Europeans and South Americans have different . . .

Opportunities

Reasons for trade – power vs necessity
 Religion
 New land – private vs communal
 Europeans secured slaves
 Share culture

Both Europeans and South Americans have different . . .

Threats

Leaders were killed
 Loss of freedom
 Loss of culture
 Fear of uprising
 Fear of cannibals
 Religious intolerance
 Unfamiliarity with the land
 Navigation
 Survival – supplies
 Fear of getting lost

Step 4 The Decision

Please indicate which trade partner you represent with an X on the line provided below.

European

South Americans

Recommendations

Reason(s) to Trade (List at least 3)

Positive

		Rank 1 2 3 4 5
1	Expand commerce	
2	They view us as god-like and they are naïve, thus easily persuadable	
3	Utilize their land to expand and improve our current livestock and agriculture	
4	They have gold	
5	New goods, such as bananas, will be introduced to our people	

Reason(s) Not to Trade (List at least 3)

Negative

		Rank 1 2 3 4 5
1	Distance and danger of transporting goods	
2	Culture barrier	
3	Our livestock may become diseased	
4	Native predators and thieves	
5	Potential loss of our cultural identity	

What is your decision? Please circle your response.

Trade

What is your decision? Please circle your response.

No Trade

Reflections

- Please rank your factors on a scale of 1 to 5 with (5) most important and (1) least important. What factor 'most' influences your decision to 'trade' or 'not trade'? How so?