**Business Extension Tasks**

**SWOT Critique**

The SWOT analysis model was created at Stanford in the 1970s and provides strategic analysis of an organisation’s internal and external factors. This model can analyse aspects of both an organisation and its market and is a helpful tool when looking at future growth. It can outline potential actions and also develop business strategies. However, SWOT analysis doesn’t provide direct solutions and can produce information that is not relevant or useful, with vague objectives applied to recognised problems. While this model is a solid framework for an organisation to then reach higher goals, it is only a foundation in analysing a business and their strategies.

**Brand Identity Prism**

The brand identity prism was established in 1992 by Jean-Noel Kapferer. It consists of a combination of elements that collectively create a successful brand identity model. It is constructed of both internal (personality, culture, self-image) and external (physique, relationship, reflection) factors and works to strengthen brand essence.

* Physique

Physical characteristics of a brand using visual features and details like colour, typeface, logo, and aesthetic. It can also include the physical look of a company like their office spaces and positioning of people.

* Personality

The traits and character of a brand like their writing, attitude, and tone of voice. For example, Innocent Smoothies, “stop looking at my bottom” catchphrase creates a playful voice.

* Culture

Brand values and demographics. This can align with the geographic origins of a brand as well like Volkswagen (Germany) or company culture like Google (fun and imaginative).

* Relationship

The connection between a brand and its consumers. This element looks at both the tangible and intangible connections and can vary from a serious and elite relationship like Ferrari or a more playful and casual one.

* Self-image

The way in which a customer sees themselves in the brand and how brands benefit fro incorporating this into their identity.

* Reflection

How brands portray their target audience and who their ideal consumer is. This can also include the beliefs and attributes of their target market and the typical user of their products or services.