

Think about starting a business: what is the craziest idea that has crossed your mind? Share your proposal with your colleagues and split in two groups: one group is in favour and highlights the strengths of the idea, the other group against the business idea highlights the weaknesses. Try to find as many arguments as possible for each part!



Further reading:

<https://www.businessnewsdaily.com/4245-swot-analysis.html>

https://en.wikipedia.org/wiki/SWOT_analysis