

Past problem: The company's 1 _____ was in danger.
 Solution: Recruit 2 _____.
 The strategy:

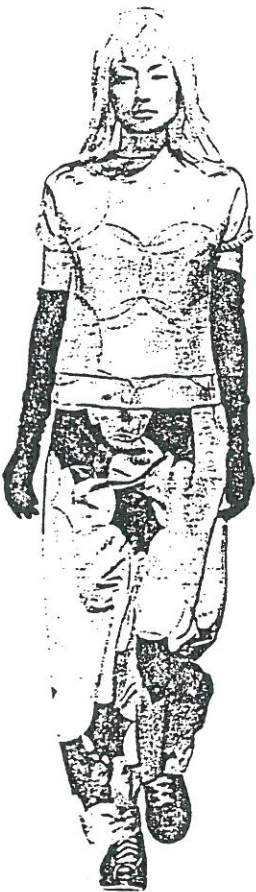
- Make the agency well-known.
- Persuade 3 _____ to join the agency.
- Reduce 4 _____ and improve 5 _____.
- Not represent models 6 _____.

 The results:

- 7 _____ join the company.
- The company has more 8 _____.
- The company makes more 9 _____.

2 Work in pairs and use the points below to complete a SWOT analysis for IMG at the time Jonathan Phang joined the company.

- In the past – one of the best known companies.
- Model agency business is very competitive. A lot of other agencies are looking for good models too:
- IMG no longer has a reputation for being fashionable or forward-looking.
- New MD has a lot of experience.
- IMG is looking for new models.
- IMG has models who are not earning money for the company.
- MD has ability to make good financial decisions.
- All model agencies are looking for new models.
- Models switch to good agencies quickly.
- Profits can be excellent for a successful company.



STRENGTHS

New MD has a lot of experience

OPPORTUNITIES

WEAKNESSES

THREATS

3 Compare your SWOT analysis with a new partner. Are there any differences? If there are, why?