

**TRICKY BUSINESS  
PROGRAMME 2: OLI NORMAN  
ACTIVITIES**

**Doing business in London**

In groups, identify the business lessons that Oli learns when he is in London. Sort your ideas into strengths, weaknesses, opportunities and threats and record them on the SWOT chart. Review the completed chart. Decide if Oli should concentrate on expanding his business in Scotland or continue with his plans to set up an office in London. Share and discuss your ideas with the other groups.

	Helpful if setting up in London	A problem if setting up in London
DADA	Strengths	Weaknesses
Target market	Opportunities	Threats