

SEEM3450 2022-23 T2 (Assignment 2)

Market Study: SWOT in Northern Metropolis (12.5%)

In this task, you will conduct a SWOT analysis in Northern Metropolis District from **ONE** of the following categories:

1. Information Technology: computing, web 3.0, communication, fintech, mobile apps, ... etc.
2. Smart cities & sustainability: energy, materials, ecology, recycling, environmental protection, ... etc.
3. Healthcare & biotech: bio/chem, agriculture, health, hygiene, food science, ... etc.
4. Mechanics and Control Systems: robotics, electronics, smart manufacturing, ...etc.

SWOT analysis is to analyse a community's strengths, weaknesses, opportunities, and threats. It identifies the internal and external factors that make the area a more competitive location, or in another way may constrain potential economic growth. It also considers what factors and/or elements are in place (or need to be put in place) to ensure the community's economic resiliency or long-term success.

A. Tasks Requirement

- Your report should refer to the SWOT analysis in the Northern Metropolis District.
- As mentioned above, SWOT analysis should be only regarding one of those aspects of the Northern Metropolis District.
- SWOT analysis should provide a study about a list of analysis (i.e., current situation) and action items (possible future development) considering the following situations: build on community strengths; address weaknesses; take advantage of opportunities; and prepare for threats.
- For each S, W, O, T, you should focus on the market perspective. You need to describe clearly why these are S, W, O, or T in your chosen aspect and verify your assumptions with evidence. After that, you should explain how these affect your chosen aspect and give suggestions on how to improve it.
- Your survey should be around 1000 words.

B. Grading Scheme

This assignment consists of 12.5 points that will contribute towards your final score. The analytical parts of S, W, O, T take 2.5 points each and a conclusion takes the rest 2.5 points.

C. Submission

Submit your report to the CUHK blackboard before 23:59:59, March 05 (SUN), 2023.

ATTENTION! 2% penalty will be given for late submission.

Reminder

Note that by submitting this assignment, you agree to abide by the departmental guideline of plagiarism. Please refer to the course webpage for the details of the guideline.

Have your work checked and scanned by Veriguide and send your declaration with all members' signatures together.