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# SWOT ANALYSIS

National Project status Awareness Day conference 1:  
VUTED, 20 December 2018



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## INTERNAL

### Strengths:

1. The spacious and cool location
2. Good weather
3. Lots of performance activities attract young people
4. Good types of marketing: Posters, fliers, tv...
5. Diversified and easily understandable content of modules
6. Open and free admission attracts people at all ages
7. Communicate with many people



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## INTERNAL

### Weakness:

1. Limited budget for event
2. Limited number of people taking part in the event of arrangement
3. A few quizzes
4. The lack of experience of organizing event
5. A lot of preparatory work - advertising, need for special equipment, inviting guests



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## **EXTERNAL**

### **Opportunities:**

- 1. Promote the image of VUTED**
- 2. Networking and cooperation with investors and enterprises.**
- 3. Opportunity for people with disabilities to take part in the event**



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## EXTERNAL

### Threats:

- 1. The absence of some invited guests (BC, MOLISA, GDVT, MOET)**
- 2. The absence of some organizations, visitors (VICEM Hoang Mai Concrete company, steel companies from Thanh Hoa province)**
- 3. The absence of Nghe An television**

# CONCLUSION

The event had an overall positive effect. The main goals were realised namely:

- Popularization of the project CATALYST
- Make sure that all the information about CATALYST, modules in Core curriculum and its goals in vocational training in VUTED
- Appearance of people with special needs
- Supportings, recommendations for 2<sup>rd</sup> pilot and 3<sup>rd</sup> pilot in 2019
- Positive view on vocational training for people with disabilities
- Attract the sponsors from enterprises for students at the end of school year (VIETEL, SAMSUNG, FOXCAM, FORMOSA, BIDV, Vietcombank, Incombank...)

Overall the National Project status Awareness Day conference 1 in VUTED was a good start for the future conference in Vinh city.