

SWOT Analysis

What is a SWOT

- A strategic planning method used to evaluate a project or business venture.

YOU must first start by defining a desired end or objective.



SWOT

- **Strengths:** attributes of the person or company that are helpful to achieving the objective(s).
- **Weaknesses:** attributes of the person or company that are harmful to achieving the objective(s).
- **Opportunities:** *external* conditions that are helpful to achieving the objective(s).
- **Threats:** *external* conditions which could do damage to the objective(s).



PESTLE – Opportunities and Threats

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

PRIMO-F Strengths and Weaknesses

- People
- Resources
- Innovations and Ideas
- Marketing
- Operations
- Finance

Potential Internal Strengths

- An acknowledged market leader
- Core competencies in key areas
- Proven and Respected Management Team

Potential Internal Weaknesses

- No Clear Strategic Direction
- Weak Market Image
- Subpar Profitability

Potential External Opportunities

- Falling trade barriers in attractive foreign markets
- New government policies(e.g. incentives for R &D, lower taxes, industry deregulation)
- Increases in market demand (due to changing buyer needs and tastes, growing incomes)

Potential External Threats

- Recession and changing (negative)economic conditions
- Introduction of substitute products (by competitors)
- Costly regulatory requirements

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organizations)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

Questions to ask

If the objective attainable after doing the SWOT.

If it is NOT

A different objective must be selected and the process repeated

http://www.circleinternational.co.uk/circle/strategy_files/ikea%20mrktswot.pdf

