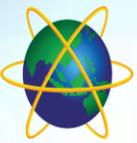


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# SWOT Analysis



## What is SWOT Analysis ?

SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. A SWOT analysis is a framework to help assess and understand the internal and external forces that may create opportunities or risks for an organization.

- Strengths and weaknesses are internal factors (things you can control), like team members, software, and geographic location.
- Opportunities and threats represent external factors (things you can't control), such as competitors, regulations, and economic trends.



# What are the 4 Steps/Components of SWOT Analysis?

These four components of SWOT analysis are split into two parts:

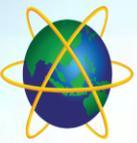
- **The Internal Factors**
- **The External Factors**

## SWOT Analysis Internal Factors

Strengths and Weaknesses are considered the internal factors affecting a business.

**Strengths** : Strengths in a SWOT analysis refer to the internal attributes that provide an organization, individual, or project a competitive advantage in the market.

**Weaknesses** :The weaknesses are the internal factors that hinder the growth of an organization or project.



## SWOT Analysis External Factors

Opportunities and Threats are considered the external factors affecting a business.

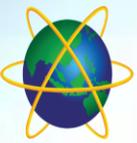
**Opportunities** : Opportunities are the chances that story in front of an organization to grow or a project to reach new highs.

**Threats** : Threats in a SWOT analysis refer to external factors that could threaten the success of an organization or a project.

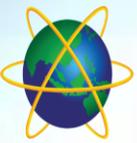


## Key Highlights

- SWOT Analysis helps you to identify your organization's Strengths, Weaknesses, Opportunities, and Threats.
- It guides you to build on what you do well, address what you're lacking, seize new openings, and minimize risks.
- SWOT is used to help assess the internal and external factors that contribute to a company's relative advantages and disadvantages.
- A SWOT analysis is generally used in combination with other assessment frameworks, like PESTEL and Porter's 5-Forces.



- Apply a SWOT Analysis to assess your organization's position before you decide on any new strategy.
- Collaborate with a team of people from across the business. This will help to uncover a more accurate and honest picture.
- Find out what's working well, and what's not so good. Ask yourself where you want to go, how you might get there – and what might get in your way.



## How often should you conduct a SWOT analysis?

- **Annually:** At least once a year as part of the strategic planning process.
- **During Major Changes:** Whenever there are significant changes in the market, industry, or within the organization.
- **Before Strategic Initiatives:** Prior to launching new products, entering new markets, or making major business decisions.
- **Periodically:** Regularly reviewing and updating the SWOT analysis ensures it remains relevant and accurate.

# The Benefits of a SWOT Analysis

**SWOT analyses offer a variety of benefits for businesses and personal brands. Here are some of the most common benefits of a SWOT analysis:**

- You can use it to determine a strategic plan.
- You can use it to drive an innovative, informed marketing plan.
- It can help you identify external opportunities.
- It can help you identify external threats.
- It can reveal environmental factors that might affect your business, either positively or negatively.
- You can develop a plan for how to tackle internal weaknesses.



## Common mistakes to avoid when conducting a SWOT analysis?

- **Lack of Specificity:** Being too vague or general in identifying strengths, weaknesses, opportunities, and threats.
- **Ignoring External Factors:** Focusing too much on internal factors and neglecting external influences.
- **Overlooking Data:** Not using data and evidence to support the analysis, leading to unfair or incomplete results.
- **Failure to Act:** Conducting the analysis but not using the insights to inform strategic decisions and actions.



- **Infrequent Reviews:** Not updating the SWOT analysis regularly to reflect changes in the internal and external environment.
- **Making your lists too long :** Ask yourself if your ideas are feasible as you go along.
- **Not seeing weaknesses:** Be sure to ask customers and colleagues what they experience in real life.
- **Not thinking ahead :** It's easy to come up with nice ideas without taking them through to their logical conclusion. Always consider their practical impact.
- **Being unrealistic.** Don't plan in detail for opportunities that don't exist yet. For example, that export market you've been eyeing may be available at some point, but the trade negotiations to open it up could take years.



## Tips to start the SWOT Analysis

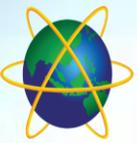
Tip 1 : **Use the template** : A lot of people are visual learner .

Tip 2 : **Identify goal and objectives** : Understand how achievable your goals and objectives are .

Tip 3 : **Conduct brainstorming sessions** : A Greater span of knowledge and opening your business up to diverse paths.

Tip 4 : **Regularly analyse your competitors** : Know your competitors !

- *New Products*
- *Services*
- *Marketing Campaigns*
- *Pricing Strategies*



## Tips for getting the most out of a SWOT analysis include:

- **Involve Key Stakeholders:** Engage a diverse group of stakeholders to gain comprehensive insights and perspectives.
- **Use Data:** Base the analysis on accurate and up-to-date data to ensure reliability.
- **Be Specific:** Clearly define each strength, weakness, opportunity, and threat to avoid doubt.
- **Prioritize Factors:** Focus on the most critical factors that will have the greatest impact on the business.
- **Develop Action Plans:** Interpret insights from the SWOT analysis into actionable strategies & plans.
- **Review Regularly:** Regularly revisit and update the SWOT analysis to keep it relevant & useful.



## 6 reasons why SWOT is important:

1. SWOT analysis helps organizations make well-informed operational decisions in general.
2. SWOT analysis helps organizations identify growth opportunities and develop strategies to capitalize on those.
3. SWOT analysis helps businesses to gain and hold a competitive advantage.
4. SWOT analysis helps businesses allocate their resources efficiently and maximize profits.
5. SWOT analysis helps organizations form strategies according to their external *and* internal environment.
6. By doing so, SWOT analysis ensures the long-term sustainability of a business.



# Strength

**Strengths** : Things that your organization does particularly well, or in a way that Makes unique you from your competitor .

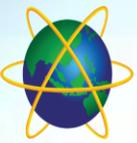
- Do we have a sustainable competitive Advantage ?
- How is our business different from competitors ?
- What does your company do better than others in a similar field ?
- What is your company's unique selling proposition?
- What do people in your market see as your company's strengths ?



# Weaknesses

**Weaknesses** : Internal initiatives that are underperforming .

- Which initiatives are underperforming and why ?
- What resources could improve our performance ?
- How can we catch up with the industry leaders ?
- What factors lose your company sales ?
- What production or sales processes could you improve ?
- What do people in your market see as your weaknesses ?



# Opportunities

**Opportunities** : Favourable external factors that could give an organization a competitive advantage.

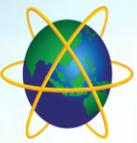
- What trends might positively affect our industry ?
- Is there a niche market that we are not currently targeting ?
- Do our competitors have any weaknesses that we could take advantage of ?
- What interesting business trends are you aware of ?
- What useful opportunities could come from changes in technology or government policy.



# Threats

**Threats** : External factors that have the potential to harm an organization.

- What changes in the industry are cause for concern ?
- What new market trends are on the horizon ?
- Where are our competitors outperforming us ?
- What will happens if one of our suppliers runs out of business ?
- What are your competitors doing ?
- Is changing technology threatening your position ?
- Do you have bad debt or cash flow problems ?



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