

SWOT ANALYSIS

A. SWOT analysis is a powerful assessment tool frequently used by managers. A SWOT analysis is used to assess internal and external

- a company (its position in the market, its strengths, etc.)
- a product or brand
- a business line
- a strategic option, such as entering a new market or developing a new product
- an opportunity to _____
- a potential partnership
- changing a supplier
- outsourcing a service
- an investment opportunity

Perform a SWOT analysis using the table on the next page. Use one of the assessment questions to guide you to your company. Here are some of the things you could consider:

STRENGTHS

capabilities
 unique selling points (USP's)
 competitive advantages
 reputation, presence, reach
 resources, assets, people
 experience, knowledge, data, patents
 financial reserves
 innovative aspects
 location and geographical advantages
 price, value, quality
 qualifications

WEAKNESSES

gaps in capabilities
 lack of competitive strength
 reputation, presence, reach
 financials
 the company's own vulnerabilities
 timeline, deadlines, production
 cashflow, cost drain
 supply-chain dependencies
 effects on core business
 morale, commitment
 reliability of data, plan

OPPORTUNITIES

market developments
 competitors' vulnerabilities
 industry and lifestyle trends
 technology development/innovation
 global influences
 new markets, niches, etc.
 geographical expansion, import
 new USPs
 business and profit
 seasonal, weather

THREATS

political effects
 legislative effects
 environmental effects
 IT developments
 market demands
 internal capabilities
 economy – home and abroad
 loss of key staff

- Supplementary worksheets address specific topics in business.
- Vocabulary and discussion-based to get you familiar with the language and talking.

B. Use the space below and discuss with your coach.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

- Apply what you learn directly to your company/area to maximize added value.
- Gain confidence to speak about complex corporate issues at your next meeting.