

SWOT analysis

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SWOT Analysis

- ▶ collection of information about internal and external factors.



	HELPFUL	HARMFUL
internal	strengths	Weaknesses
external	OPPORTUNITIES	threats



How to perform the analysis?

- ▶ Step 1. Listing the firm's key strengths and weaknesses
- ▶ Step 2. Identifying opportunities and threats

SWOT Benefits

- ▶ Simple
- ▶ Practical
- ▶ Clear
- ▶ Focuses
- ▶ identify future

Strategic Analysis Introduction

- ▶ First deciding mission, vision, goal and objectives
- ▶ Scanning of Environment
 1. Internal factor
 2. External factor