

SWOT Analysis Tool



Understanding The Business Environment: SWOT Analysis

To plan effectively, organizations need to fully understand the dynamics of their internal and external environment and respond accordingly:

Internal/Organizational

- Strengths
- Weaknesses

External/Market

- Opportunities
- Threats

Understanding The Business Environment: Sample SWOT Analysis

<p><u>COMPANY STRENGTHS</u></p> <ul style="list-style-type: none">• Physical Assets• Low Cost of Service• Innovation• People• Storage• Customer Relations• Balance Sheet and Cash Flow	<p><u>INDUSTRY OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Information Management• Information Systems• Depreciated Asset Base• Expiring Contracts• Customer Retention• Customer Service• Human Resource Management
<p><u>COMPANY WEAKNESSES</u></p> <ul style="list-style-type: none">• Lack of Organizational Depth• Employee Development• Workflow Efficiency• Unrealistic Goals• Decision Making Process• Communications• Lack of a Shared Vision• Information Systems• Dependent Market Share Position	<p><u>INDUSTRY THREATS</u></p> <ul style="list-style-type: none">• New Market Expansion• Acquisition• Industry Growth• People Development• Customer Service• Information Systems• Communication• Current Customer Relationships• Storage

SWOT Analysis

<u>COMPANY STRENGTHS</u>	<u>INDUSTRY OPPORTUNITIES</u>
<u>COMPANY WEAKNESSES</u>	<u>INDUSTRY THREATS</u>

SWOT Analysis: What Next?

Many organizations at least attempt to understanding the internal and external dynamics of their business environment (with varying degrees of success), but where they tend to fail is turning this information into an actionable strategy. In essence, the goal should be to develop a plan that:

1. Leverages strengths
2. Manages weaknesses
3. Takes advantage of market opportunities
4. Is responsive to market threats

SWOT Analysis: Leveraging Internal Strengths

What is currently being done or has been done?

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What still needs to be done?

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SWOT Analysis: Managing Internal Weaknesses

What is currently being done or has been done?

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What still needs to be done?

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SWOT Analysis: Taking Advantage of External Market Opportunities

What is currently being done or has been done?

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What still needs to be done?

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SWOT Analysis: Responding to External Market Threats

What is currently being done or has been done?

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What still needs to be done?

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