

SWOT Analysis

S

trengths

- Capabilities
- Competitive advantages
- Resources, assets and people
- Experience, knowledge and data
- Financial reserves, returns
- Marketing, reach
- Innovative aspects
- Location, geographical
- Price, value and quality
- Processes, systems, it, communications
- Advantages of proposition

W

eaknesses

- Lack of capabilities
- Gap in competitive strengths
- Reputation, presence and reach
- Timescales, deadlines and pressures
- Financials
- Cash flow, cash drain
- Continuity, supply chain
- Effects on core activities
- Reliability of data, plan and project
- Management cover & succession

O

pportunities

- Market developments
- Industry or life style trends
- Innovation and technology development
- Global influences
- Market dimensions, horizontal, vertical
- Target markets
- Geographical import, export
- Major contracts, tactics and surprises
- Business/product development

T

hreats

- Political and economical effects
- legislative effects
- environmental effects
- Competitive intentions
- Market demand
- Innovation in technologies, services and ideas
- New contracts and partners
- Loss of resources
- Obstacles to be faced
- Poor management strategies
- Economic condition home, abroad