SWOT Analysis

A Strategic Business Tool

Course: Business Management

Introduction to SWOT Analysis

- SWOT = Strengths, Weaknesses, Opportunities, Threats
- Strategic planning tool
- Assesses internal and external business factors

Strengths (Internal Positive Factors)

- Definition: Competitive internal advantages
- Examples:
- - Strong brand image
- - Loyal customers
- - Skilled workforce
- - Efficient operations

Weaknesses (Internal Negative Factors)

- Definition: Internal issues or limitations
- Examples:
- - Outdated systems
- - Poor customer service
- - Financial constraints
- - Weak online presence

Opportunities (External Positive Factors)

- Definition: Favorable external trends or chances for growth
- Examples:
- - Growing market demand
- - Technology innovations
- - Government incentives
- - Weak competitors

Threats (External Negative Factors)

- Definition: External challenges or risks
- Examples:
- - New market entrants
- - Changing regulations
- - Economic slowdown
- - Shifting customer needs

SWOT Matrix & Strategic Application

- Visual: SWOT 2x2 Matrix
- Strategy Use:
- - Maximize strengths to seize opportunities
- - Improve weaknesses
- - Prepare for threats
- Example: Apply SWOT to a real brand (e.g., Coca-Cola, Amazon)

Conclusion

- SWOT guides informed decision-making
- Helps align resources with goals
- Quote: "Know yourself and know your enemy..." – Sun Tzu
- Activity: Try a SWOT analysis for yourself or a local business