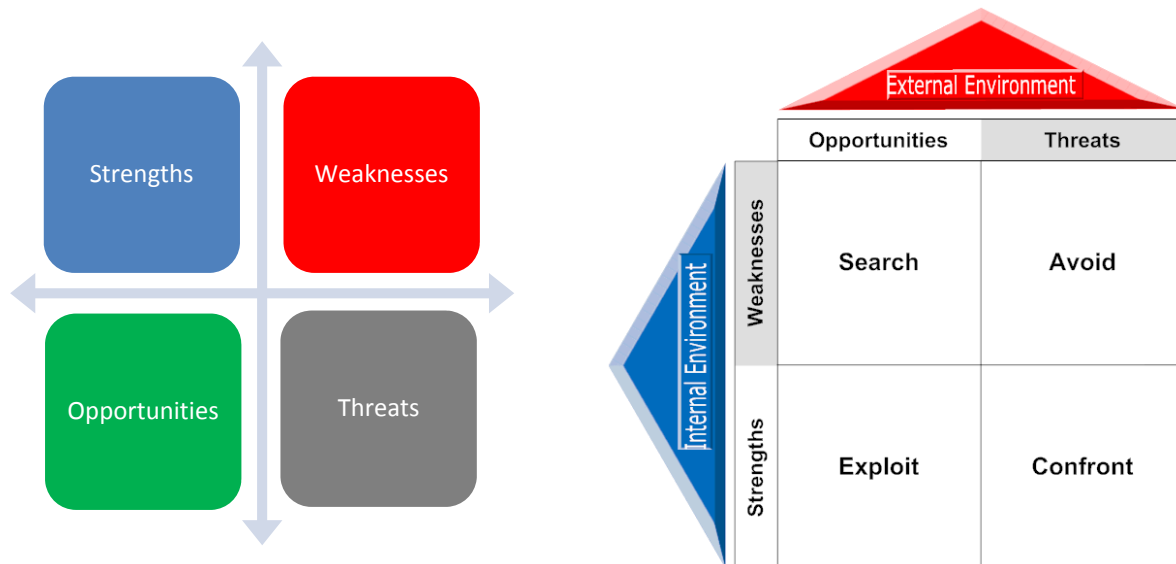




## SWOT – Analysis



**Strengths and Weaknesses** – assessment of internal skills, capabilities, and the ability to succeed in a constantly changing environment.

**Opportunities and Threats** – assessment of external forces and conditions within the macro-environment which can have positive, negative, or neutral impacts on your current strategy and performance expectations.

### External Environment:

*Segment the following subjects in Opportunities and Threats such as:*

- a) Macro-Environment
  - Political / regulatory
  - Economic
  - Technological
  - Societal
- b) Market / Industry Environment
  - Markets served: size and potential
  - Customer behavior
  - Segmentation
  - Suppliers
  - Pricing trends
  - Demand sensitivity
- c) Competitor Analysis
  - Direct competitors (structure and intensity)
  - Potential competitors (e.g. new entrants)

- Substitute processes
- Planned or actual forward integration by suppliers
- Planned or actual backward integration by customers

**Internal Environment:**

*Segment resources and competencies in Strengths and Weaknesses such as the:*

- Ability to produce
- Ability to market
- Ability to innovate
- Ability to finance
- Ability to manage
- Ability to lead

**Internal Environment Analysis:**

Items of substance	Strengths	Weaknesses

**Capitalize on your organization's Strengths and try to modify your organization's Weaknesses!**

**External Environment Analysis:**

Items of substance	Opportunities	Threats

**Accept environmental factors you cannot change; and change those factors you can**

 [\[back to top\]](#)