

swot analysis

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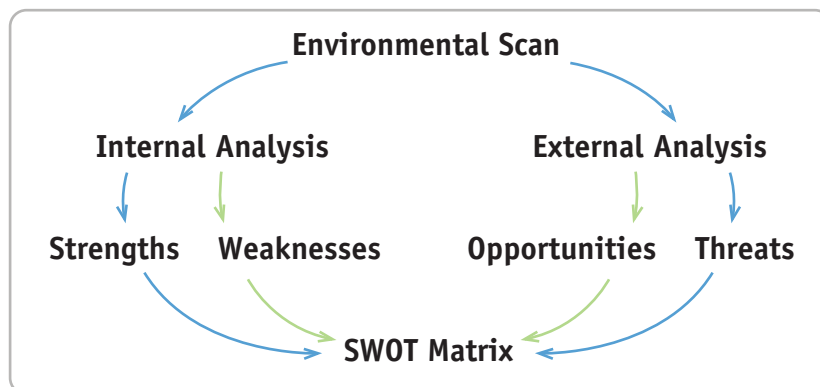
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A scan of the internal and external environment is an important part of any planning process. Environment factors internal to the firm usually can be classified as strengths (**S**) or weaknesses (**W**), and those external to the firm can be classified as opportunities (**O**) or threats (**T**). Hence the name SWOT analysis.

The SWOT analysis provides information that is helpful in matching the firm's resources and capabilities to the competitive environment in which it operates.

SWOT Analysis Framework



Strengths

A firm's strengths are its resources and capabilities that can be used as a basis for developing a competitive advantage.

- high-level/in demand services
- patents
- strong brand names
- good reputation among customers
- cost advantages from proprietary know-how
- exclusive access to specific resources
- favorable access to distribution networks

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Weaknesses

The absence of certain strengths may be viewed as a weakness.

- no USP/ commodity services
- lack of patent protection
- a weak brand name
- poor reputation among customers
- high cost structure
- lack of access to resources
- lack of access to key distribution channels
- no marketing plan or sales process for quality leads

Opportunities

The external environmental analysis may reveal certain new opportunities for profit and growth:

- upward economy
- an unfulfilled customer need
- arrival of new technologies
- loosening of regulations
- removal of international trade barriers

Threats

Changes in the external environmental also may present threats to the firm.

- suppressed economy
- change in consumer needs that shifts away from the firm's products/services
- emergence of substitute products
- new regulations
- increased trade barriers

	strengths	weaknesses
opportunities	S-O strategies	W-O strategies
threats	S-T strategies	W-T strategies

swot matrix

- **S-O strategies** pursue opportunities that are a good fit to the company's strengths.
- **W-O strategies** overcome weaknesses to pursue opportunities
- **S-T strategies** identify ways that the firm can use its strengths to reduce its vulnerability to external threats.
- **W-T strategies** establish a defensive plan to prevent the firm's weaknesses from making it highly susceptible to external threats.

swot worksheet

strengths

weaknesses

opportunities

threats