



SWOT ANALYSIS

TOPIC		DATE	VERSION
SCOPE			
PARTICIPANTS		TEAM LEADER	RECORDER
OBJECTIVES 1. 2. 3.			
STRENGTHS		WEAKNESSES	
•		•	
OPPORTUNITIES		THREATS	
•		•	



SWOT ANALYSIS

:: Instructions ::

Topic: Subject of this SWOT Analysis. Ex: "Company Competitiveness", "xxx product", "Sales Manager", etc.

Scope: Range of the Analysis. Ex: "Corporate", "xxx Division", "Sales Department", etc.

Participants: People who involve in brainstorming and/or inputting this SWOT Analysis.

Recorder: People who records this SWOT Analysis. **Date:** Date of this Analysis. **Version:** for record and update.

Objectives: Purpose/Target of this analysis. Ex: "2-year company outlook", "Decision for Product launching", etc.

Strengths:	Internal & Present	factors relating to products, pricing, costs, capability, profitability, performance, quality, people, efficiency, skills, brands, adaptability, services, reputation, processes, assets, infrastructure, timing, etc.	driving forces to success, trump cards, advantage, etc.
Weaknesses:			restraining forces, gaps, pressure, shortages, etc.
Opportunities:	External & Future	factors relating to markets, sectors, audience, fashion, seasonality, trends, competition, economics, resources, politics, society, culture, technology, environmental, media, law, etc.	positive influence, chances, helps, supports, resources, etc.
Threats			possible crisis, competitions, inhibitors, changes, etc.

:: Brainstorming Questions ::

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Advantages of proposition? • Capabilities? • Competitive advantages? • USP's (unique selling points)? • Resources, Assets, People? • Experience, knowledge, data? • Financial reserves, likely returns? • Marketing - reach, distribution, awareness? • Innovative aspects? • Location and geographical? • Price, value, quality? • Accreditations, qualifications, certifications? • Processes, systems, IT, communications? • Cultural, attitudinal, behavioral? • Management cover, succession? 	<ul style="list-style-type: none"> • Disadvantages of proposition? • Gaps in capabilities? • Lack of competitive strength? • Reputation, presence and reach? • Financials? • Own known vulnerabilities? • Timescales, deadlines and pressures? • Cashflow, start-up cash-drain? • Continuity, supply chain robustness? • Effects on core activities, distraction? • Reliability of data, plan predictability? • Morale, commitment, leadership? • Accreditations, etc? • Processes and systems, etc? • Management cover, succession?
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Market developments? • Competitors' vulnerabilities? • Industry or lifestyle trends? • Technology development and innovation? • Global influences? • New markets, vertical, horizontal? • Niche target markets? • Geographical, export, import? • Market need for new USP's? • Market response to tactics, e.g., surprise? • Major contracts, tenders? • Business and product development? • Information and research? • Partnerships, agencies, distribution? • Market volume demand trends? • Seasonal, weather, fashion influences? 	<ul style="list-style-type: none"> • Political effects? • Legislative effects? • Environmental effects? • IT developments? • Competitor intentions - various? • Market demand? • New technologies, services, ideas? • Vital contracts and partners? • Obstacles faced? • Insurmountable weaknesses? • Employment market? • Financial and credit pressures? • Economy - home, abroad? • Seasonality, weather effects?

Source: <http://www.businessballs.com/swotanalysisfreetemplate.htm>

:: Examples ::



SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Sales control and direction. • Right products, quality & reliability. • Superior product performance vs competitors. • Better product life and durability. • Spare manufacturing capacity. • Certain staff have experience. • Have customer lists. • Direct delivery capability. • Product innovations ongoing. • Can serve from existing sites. • Products have required accreditations. • Processes and IT excellence. • Management is committed and confident 	<ul style="list-style-type: none"> • Customer lists not tested. • Some gaps in range for certain sectors. • We would be a small player. • No direct marketing experience. • We cannot supply end-users abroad. • Need more sales people. • Limited budget. • No pilot or trial done yet. • Don't have a detailed plan yet. • Delivery-staff need training. • Customer service staff need training. • Processes and systems, etc. • Management cover insufficient.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Could develop new products. • Competitors have poor products. • Profit margins will be good. • End-users respond to new ideas. • Could extend to overseas. • New specialist applications. • Can surprise competitors. • Support core business economies. • Could seek better supplier deals. 	<ul style="list-style-type: none"> • Legislation could impact. • Environmental effects would favor larger competitors. • Existing business distribution risk. • Market demand very seasonal. • Retention of key staff critical. • Could distract from core business. • Possible negative publicity. • Vulnerable to reactive attack by major competitors.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Sales Teams and structures have been upgraded professionally • Retail shelf spaces increased and organized • Company and brands are recognized as a major player in the toy industry • Product Mixed are stronger • Outstanding packaging designs 	<ul style="list-style-type: none"> • Cooperative teamwork is formed but not synergized to win • Employees are in the comfort zone • Business process are not updated to current and future needs • Departmental efforts are self-centered are not toward overall goal
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Licensing out for profits • Walmart new brand block shelf spaces • Target shelf spaces want licensing products • Marvel is open for licensing 	<ul style="list-style-type: none"> • Competitors are closely catching up in our design advantages • Costs of materials and operation are high and increasingly costly • Current Business model can be copied by new comers

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Outstanding staff • State-of-the-art facility • Great service quality • Great location 	<ul style="list-style-type: none"> • Lack of adequate resources • Short of critical staff • Per service margin is reducing • Organizational efficiency needs improvement
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Growing metropolitan community • Success model can be duplicated in different metropolitan communities • Corporate HR needs customized medical programs from us 	<ul style="list-style-type: none"> • Reduced Government reimbursement • Competition from small specialists • Increase • Negative consumer reviews in Google and Yelp.com

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • 25 years of executive experience • Management expert in multi-culture/cross US-Asia environment • Mass sales channel product development and manufacturing knowledge • Skillful in Legal, HR, and Operations • Strategic Leader and team builder • Detail-oriented planner, implementer and facilitator • Strong Sales, Marketing, Licensing • More than 2,000 professional connections 	<ul style="list-style-type: none"> • English as his 2nd language • Not an entrepreneur • Only in consumer goods industry, no other service industries experiences • Don't want any full-time position
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Industry needs influencers/connector • Business/Operations/Management consultant or interim executive • Mentor for young professionals • Business coach for Chinese manufacturers • Alliance with other professionals 	<ul style="list-style-type: none"> • Aged parents may need closely care • Small business owners do not pay for consulting • Unfamiliar with consulting industry

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • A well-established and recognized brand name. • Well-liked by customers. No resentment and hostility. • A fun place to shop. • Strong expertise in marketing • Good relationship with brand loyalty • Ability to create an enjoyable shopping experience for customers. • Appealing to younger customers. • A middle-class brand. 	<ul style="list-style-type: none"> • Shoppers prefer the convenience of smaller neighborhood stores • Slow to adapt to changing times with less small-size stores • No aggressive push into online • Not diversified, more vulnerable to economic downturns
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • E-commerce. • Increasing customer base because people with less money are more likely to shop at discount stores. • New sales channels, such as smaller neighborhood stores, same day online delivery and click and pull • Urban brand in a country that is becoming more urbanized • Attract millennial shoppers 	<ul style="list-style-type: none"> • Falling incomes in the United States • Growth of dollar store or small box discount retailers • Online retailers, particularly Amazon.com • Amazon is far better reputation with e-commerce shoppers. • Grocers, particularly Kroger, which has become a direct competitor • Walmart has made aggressive moves • Younger shoppers prefer to shop online • The club store giant has been able to capture a large segment of middle and upper-class shoppers

Source: <http://pestleanalysis.com/swot-analysis-of-target/>