



TOWS ANALYSIS

TOPIC	DATE	VERSION
NAME AND VERSION OF THE SWOT ANALYSIS BASED ON		
PARTICIPANTS	TEAM LEADER	RECORDER
OBJECTIVES 1. 2. 3.		

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<ul style="list-style-type: none">	<ul style="list-style-type: none">
THREATS	<ul style="list-style-type: none">	<ul style="list-style-type: none">



TOWS ANALYSIS

:: Instructions ::

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

Based on: Which SWOT analysis is based on for this TOWS Analysis

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

Recorder: People who records this TOWS 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 & Opportunities:	How can you use your strengths to take advantage of these opportunities?
Weaknesses & Opportunities:	How can you use your opportunities to overcome the weaknesses you are experiencing?
Strengths & Threats:	How can you take advantage of your strengths to avoid real and potential threats?
Weaknesses & Threats:	How can you minimize your weaknesses and avoid threats?

:: Examples ::

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<ul style="list-style-type: none"> Implement salesperson's compensation plan toward increasing WMT and TGT sales. License Marvel to increase SKUs for WMT and TGT Create branding packaging for better brand statement and marketing 	<ul style="list-style-type: none"> Align business processes with WMT & TGT's processes for current & future business development All work and effort centralized to increase WMT and TGT sales Increase staff level in Licensing Team to acquire Marvel license
THREATS	<ul style="list-style-type: none"> Unify packaging looks to one unique design for brand statement to standout from competitors Copyright the package dress and trademark brands to repel competitors 	<ul style="list-style-type: none"> Find new Chinese lower-cost factories for cooperation Get consultant to coach management to increase collaboration

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<ul style="list-style-type: none"> Integrate pickup/return services between stores and on-line Grasp the Urban branded product position in the e-commerce 	<ul style="list-style-type: none"> Increase millennial products in on-line commerce
THREATS	<ul style="list-style-type: none"> Create on-line special events for our own brand to repel competitors 	<ul style="list-style-type: none"> Avoid price competing on-line and increase unique product offering

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<ul style="list-style-type: none"> Assembly experienced experts to form an alliance to target to Chinese manufacturers Help Chinese manufacturers to establish business in the US market 	<ul style="list-style-type: none"> Chinese owned companies are the main target for my service
THREATS	<ul style="list-style-type: none"> Target only those Chinese manufacturers who can afford consulting service 	<ul style="list-style-type: none"> Provide free service to young managers and companies in different industries to gain more management experiences.