



SWOT Analysis

Company Name:	Date:
Name:	Title:
Department:	Presenter:

Description

Most people think a SWOT analysis is done by exterminators and has to do with counting how many insects need to be swatted. Actually SWOT is an acronym that stands for:

- S**= Strengths (Internal)
- W**= Weaknesses (Internal)
- O**= Opportunities
- T**= Threats (External)

A SWOT analysis is a useful tool for people to assess the vitality of an organization. Use the sections below to create a SWOT analysis for your organization.

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STRENGTHS

These should be *internal* elements that are positives for the organization. Things like products, people, and corporate culture are all strengths. Write as many strengths as possible. Skip the "O" boxes for now, we'll use these later.

Strength

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Strength

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Strength

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Strength

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Strength

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WEAKNESSES

Even the strongest organization has weaknesses. It is better to be aware of these weaknesses so that they can be addressed in the proper manner. These can also be people, products and corporate culture. Write your *internal* weaknesses below being as open and honest as possible.

Weakness

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Weakness

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Weakness

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Weakness

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Weakness

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Weakness

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THREATS

The word itself connotes fear, as well it should. Threats are the external elements that can kill your organization. Competition, changing consumer tastes, and copies of your product by others are all examples of a threat. What threatens the livelihood of your organization?

Threat

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Threat

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OPPORTUNITIES

Listing so many weaknesses and threats can leave one feeling deflated. But now it is time to “turn that frown upside down” and generate a list of opportunities. Go back to your list of Strengths, Weaknesses and Threats and in the “O” box write an opportunity afforded by the item listed. So if a weakness is “inexperienced new employees”, you can turn it into a positive opportunity like “training new employees to do the job the right way.”

COMPETITIVE ADVANTAGE

This is the most crucial step in the process. The outcome here will most likely determine success or failure for your organization. Go back again to your list of Strengths. Determine those items that are distinctive to your organization, that is, strengths that the competition does not have, cannot attain, or is unable to do as well as your organization. Remember not to list things that are easily reproducible, such as low price, or *technological advantages. Typically strong organizations have 1-3 distinct competitive advantages.

Distinct Competitive Advantage(s)

* In today’s technologically advanced environment, many products are easily copied, reproduced, and distributed by competitors in a short amount of time. In the past, companies could rely on a unique manufacturing process, but this is a difficult, if not an impossible, edge to maintain in the new millennium.



TAG LINE

A tag line or slogan will appear on every piece of promotional and organizational communications material. It is a short saying of a few words. For a tag line to be effective, it should reinforce the distinct competitive advantage(s) of the organization. It should be simple and easy to remember. If possible use literary tools like rhyming and alliteration. It is also helpful if it clarifies the purpose of the business when the name does not clearly do so.

Example:

Daehn Train

Attract-Develop-Retain

The distinct competitive advantage of DAEHN TRAIN is the ability attract, develop and retain leadership. The name and tag line rhyme, and gives a clue as to how to pronounce Daehn. The company could be confused with a model train company without the tag line.

YOUR TAGLINE-

LOGO

In conjunction with your mission and vision statement, the logo should be designed as a visual representation of the organization. The logo is important to both clients as well as members of the organization. It gives them a physical picture of how they should look. The tag line and logo should appear together whenever possible on all communications. Take some time to sketch some ideas or use a software program to create a logo.

SWOT Analysis

Select on-line articles, examples and resources:

<http://businessmajors.about.com/education/businessmajors/library/weekly/aa021099.htm?rnk=r2&terms=Situational+Analysis>

<http://www.mindtools.com/swot.html>

<http://scholar.lib.vt.edu/ejournals/JVTE/v12n1/Balamuralikrishna.html>

<http://www.austrainer.com/archives/1397.htm>

<http://www.marketing-intelligence.co.uk/aware/services/swot.htm>

<http://www.wilsonweb.com/wmt5/plan-swot.htm>

<http://www.lakeheadu.ca/~eventswww/strategy/swot.html>