



# SWOT Analysis

*Why?*

*What?*

*When?*

*How?*

*Who?*

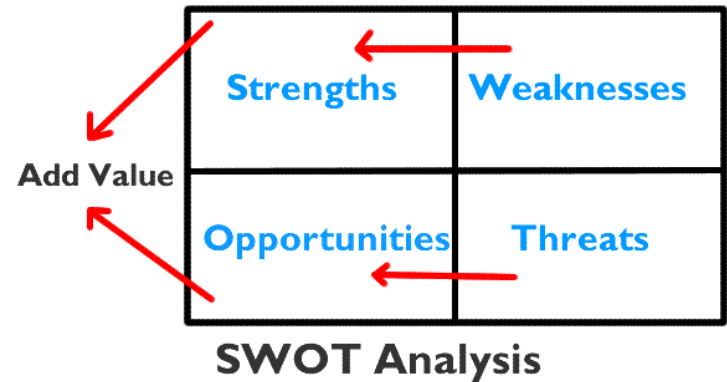
*Really?*

# What is SWOT?

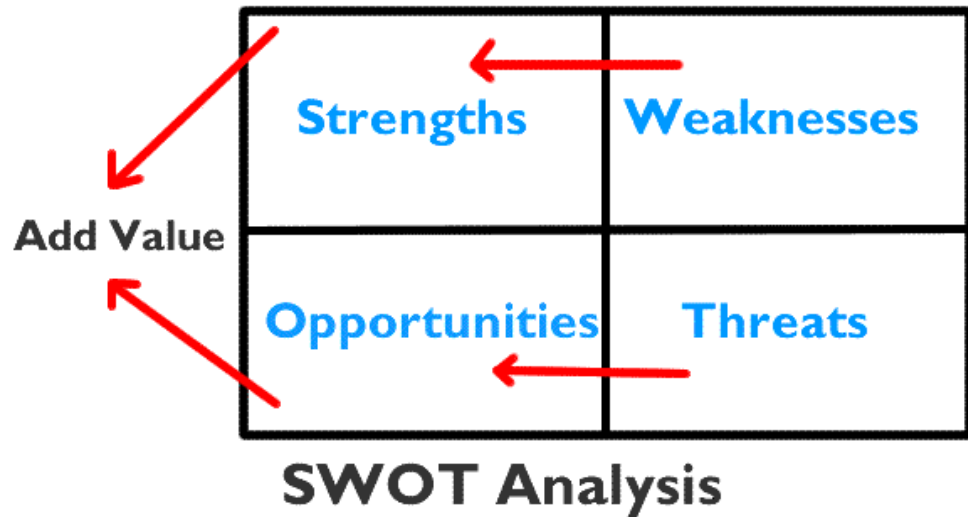
- Tool for auditing an organization and its environment
- First stage of planning
- Helps marketers to focus on key issues.
- **SWOT** stands for **S**\_\_\_\_\_, **W**\_\_\_\_\_, **O**\_\_\_\_\_, and **T**\_\_\_\_\_.
- Strengths & Weaknesses = \_\_\_\_\_ factors
- Opportunities & Threats = \_\_\_\_\_ factors

# Who Uses It & How?

- \_\_\_\_\_ of a business
- Used to:
  - build on strengths
  - minimize weaknesses
  - seize opportunities
  - counteract threats
- Focus on turning weaknesses into strengths, and our threats into opportunities (feeds into marketing objectives).
- \_\_\_\_\_ internal strengths with external opportunities



# Why Use It?



- The main purpose of a SWOT analysis is to \_\_\_\_\_  
\_\_\_\_\_ to products and services
- Doing this can help a business \_\_\_\_\_  
new customers, \_\_\_\_\_ loyal customers,  
and \_\_\_\_\_ products and services to  
customer segments over the long-term.

# When to Use It?

- \_\_\_\_\_ per year

- When individual \_\_\_\_\_

\_\_\_\_\_ :

- staffing issues
- business culture and image
- organizational structure
- advertising
- financial resources
- operational efficiency

# A SWOT strength could be:

- Special marketing (or other) \_\_\_\_\_
- A new, innovative \_\_\_\_\_
- \_\_\_\_\_ of a business
- Being a market \_\_\_\_\_
- \_\_\_\_\_ processes and procedures
- Any other aspect of a business that \_\_\_\_\_  
\_\_\_\_\_ to the product or  
service

# Which one is a **STRENGTH** for McDonald's?

A—Unhealthy food

B—Lawsuits against McDonald's

C—The idea to add home meal delivery

D—Having the largest fast food market share in the world



**Answer:**



# A SWOT weakness could be:

- \_\_\_\_\_ of marketing (or other) expertise
- \_\_\_\_\_ products or services (i.e. in relation to your competitors)
- \_\_\_\_\_ of your business
- \_\_\_\_\_ goods or services
- Price that is \_\_\_\_\_
- \_\_\_\_\_ reputation

# Which one is a **WEAKNESS** for McDonald's?

- A—High employee turnover
- B—Lawsuits against McDonald's
- C—\$2 million advertising budget
- D—Changing customer habits and new customer groups



**Answer:**

# A SWOT opportunity could be:

- A \_\_\_\_\_ market such as the Internet
- \_\_\_\_\_, joint ventures or strategic alliances
- Moving into \_\_\_\_\_ segments that offer improved profits
- A new \_\_\_\_\_ market
- A market \_\_\_\_\_ by an ineffective competitor
- \_\_\_\_\_

# Which one is an OPPORTUNITY for McDonald's?

- A—Local fast food restaurant chains
- B—The idea to add home meal delivery
- C—Partnerships with many big brand names
- D—Negative publicity



**Answer:**

# A SWOT threat could be:

- A new \_\_\_\_\_ in your home market
- \_\_\_\_\_ with competitors
- A competitor has a \_\_\_\_\_ product or service
- Competitors with superior access to channels of \_\_\_\_\_
- \_\_\_\_\_ is introduced on your product or service
- Changes in \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_ & deregulation

# Which one is a **THREAT** for McDonald's?

A—An unhealthy food menu

B—Brand recognition valued at \$40 billion

C—Creating new menu items for changing customer habits and new customer groups

D—Trend towards healthy eating





**Answer:**

# Simple Rules for a Successful SWOT Analysis

- Be \_\_\_\_\_ about the strengths and weaknesses of your organization.
- It should \_\_\_\_\_ between where your organization is today, and where it could be in the future.
- Be \_\_\_\_\_--avoid grey areas.
- Always apply SWOT in relation to your competition (i.e. better than or worse than your competition).
- \_\_\_\_\_! Keep it short and simple 😊--avoid complexity and over analysis
- SWOT analysis is \_\_\_\_\_.