

SWOT Analysis

Why to deal with this?

SWOT analysis (alternately SLOT analysis) is a strategic planning method used to evaluate the Strengths, Weaknesses/Limitations, Opportunities, and Threats involved in a project or in a business venture. The results are often shown in the form of a matrix. The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. These come from within the company's unique value chain.

SWOT analysis groups key pieces of information into two main categories:

Internal factors: The strengths and weaknesses internal to the organization, e.g. as personnel, finance, manufacturing capabilities, and so on.

External factors: The opportunities and threats presented by the external environment to the organization. The external factors may include macroeconomic matters, technological change, legislation, and socio-cultural changes, as well as changes in the marketplace or competitive position.

SWOT ANALYSIS



SWOT analysis in KM, Source: Wikipedia

After compiling the factors, strategies can be derived by analysing the different comfactor combinations:

SWOT / TOWS Matrix

	Strengths	Weaknesses
Opportunities	S-O strategies	W-O strategies
Threats	S-T strategies	W-T strategies



SWOT - deriving strategies, Source:

http://www.ehow.com/way_5468735_swot-analysis-tutorial.html

- Strengths and Opportunities (SO) - How can you use your strengths to take advantage of the opportunities?
- Strengths and Threats (ST) - How can you take advantage of your strengths to avoid real and potential threats?
- Weaknesses and Opportunities (WO) - How can you use your opportunities to overcome the weaknesses you are experiencing?
- Weaknesses and Threats (WT) - How can you minimize your weaknesses and avoid threats?

When is it suitable/applicable? A SWOT analysis may be used in any decision-making situation when a desired end-state (objective) has been defined. Applications range from product development to marketing strategy development .SWOT analysis may also be used in pre-crisis planning and preventive crisis management.

When is it NOT suitable/applicable? A SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade companies to compile lists rather than think about what is actually important in achieving objectives.

What costs are related to it (financial, time effort etc.)? A SWOT Analysis can be used to "kick off" strategy formulation, or in a more sophisticated way as a serious strategy tool. Time and effort depends on the desired depth of the results to be obtained.

What's the relevant HTE output? The information gathered on this website (Food Tech Innovation Portal) will help you to get an overview over existing technologies and infrastructures around Europe. This information can be used to evaluate the external factors relevant to your business situation or innovative idea.

Whom can I talk to from the HTE team? All partners should be able to support you with a SWOT analysis or to signpost you to a competent organisation.

Relevant internet links Links:

- http://en.wikipedia.org/wiki/SWOT_analysis
- http://www.mindtools.com/pages/article/newTMC_05.htm warning.png
- Links:
 - http://en.wikipedia.org/wiki/SWOT_analysis
 - http://www.mindtools.com/pages/article/newTMC_05.htm " cannot be used as a page name in this wiki.

Online databases and tools Tools:

- <http://creately.com/Free-SWOT-Analysis-Templates> warning.png
- Tools:
 - <http://creately.com/Free-SWOT-Analysis-Templates> " cannot be used as a page name in this wiki.

Where to get advice, consultancy? Support:
 SWOT analysis is a standard analysis tool known by most private and public consultants

Related innovation sheets Porter five forces analysis, Benchmarking, Management x pre feasibility, Management x feasibility, Management x development, Management x launching

Title SWOT Analysis
Aspect Management
Latest Version 14.6.2012
Completed by ZENIT

Source: <http://www.foodtech-portal.eu/index.php?title=Special:PdfPrint&page=SWOT+Analysis>