

## WHAT IS A SWOT ANALYSIS?

*NOTE FROM SARA: The following are the important excerpts from the longer presentation.*

### KEYPOINTS

What it is

Why it is important

Considering Internal & External Factors

**A SWOT analysis is a useful tool for a company to understand what forces internally & externally will affect its business or product launch.**

**"SWOT" is also an acronym**

<b>S</b>	<b>STRENGTHS</b>
<b>W</b>	<b>WEAKNESSES</b>
<b>O</b>	<b>OPPORTUNITIES</b>
<b>T</b>	<b>THREATS</b>

### INTERNAL

**STRENGTHS:** Attributes of the organization that are **HELPFUL** to achieving the objectives or overall goals

- employees & leadership
- company's mission
- communication
- competitive advantage
- organizational structure
- training & development
- company culture
- company location, facilities & equipment
- company assets
- qualities that separate you from your competition
- internal resources such as skilled, knowledgeable staff
- tangible assets such as intellectual property, capital, proprietary technologies
- overall, things your company does well

**WEAKNESSES:** Attributes of the organization that are **HARMFUL** to achieving the objectives or overall goals

- employees
- leadership
- company's mission
- communication

## WHAT IS A SWOT ANALYSIS? Excerpts from the presentation

- organizational structure
- training & development
- company culture
- company location, facilities, & equipment
- things your company or product lacks
- things your competitors do better than you
- limited resources
- unclear unique selling proposition
- what do you need to improve
- what internal factors interfere with your success

## EXTERNAL

**OPPORTUNITIES: External conditions that are HELPFUL to achieving the objectives or overall goals**

- government or political climate
- a good economy
- competitors
- new laws or regulations
- current or prospective customers
- suppliers and vendors
- trends in the market or industry
- positive media coverage
- underserved markets for specific products
- few competitors in your area
- emerging need for your products or services
- press or media coverage of your company
- what are your goals as a company

**THREATS: External conditions that do DAMAGE or HARM your business's performance**

- government
- a bad economy
- competitors
- new laws or regulations
- current or prospective customers
- suppliers and vendors
- trends in the market or industry
- negative press or media coverage
- emerging competitors
- changing regulatory environment
- changing customer attitudes toward your company
- what obstacles do you face