


WHAT is SWOT?

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WHAT is SWOT?

- Define SWOT
- Discuss specific items of each component of the model
- Practice the use of the SWOT Tool in the evaluation of the company tonight (Jane Nelson will do this!)

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SWOT

- S = strengths
- W = weaknesses
- O = opportunities
- T = threats

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SWOT

- What is SWOT ?
 - It is a business tool to evaluate a company prior to purchase
 - Organizes your research in a concise manner

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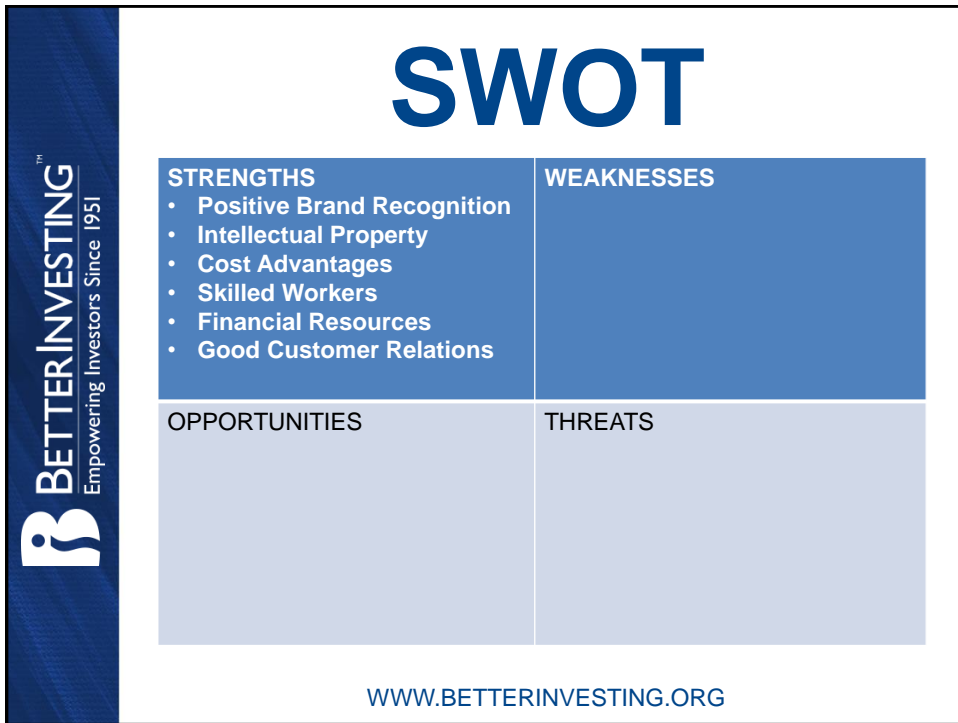
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SWOT

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

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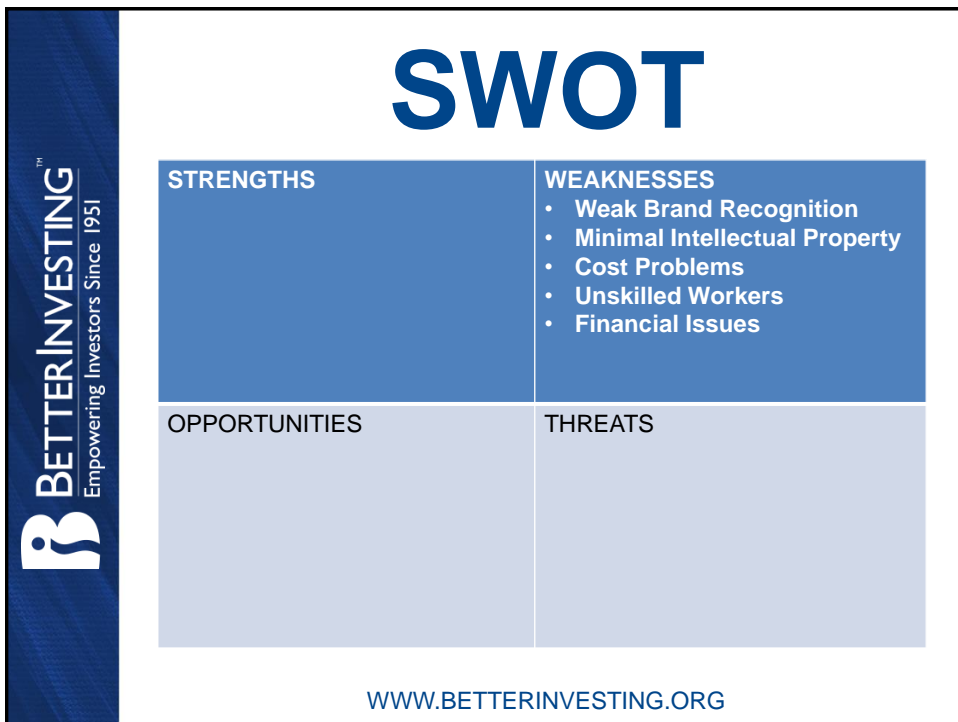
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SWOT

STRENGTHS <ul style="list-style-type: none"> Positive Brand Recognition Intellectual Property Cost Advantages Skilled Workers Financial Resources Good Customer Relations 	WEAKNESSES
OPPORTUNITIES	THREATS

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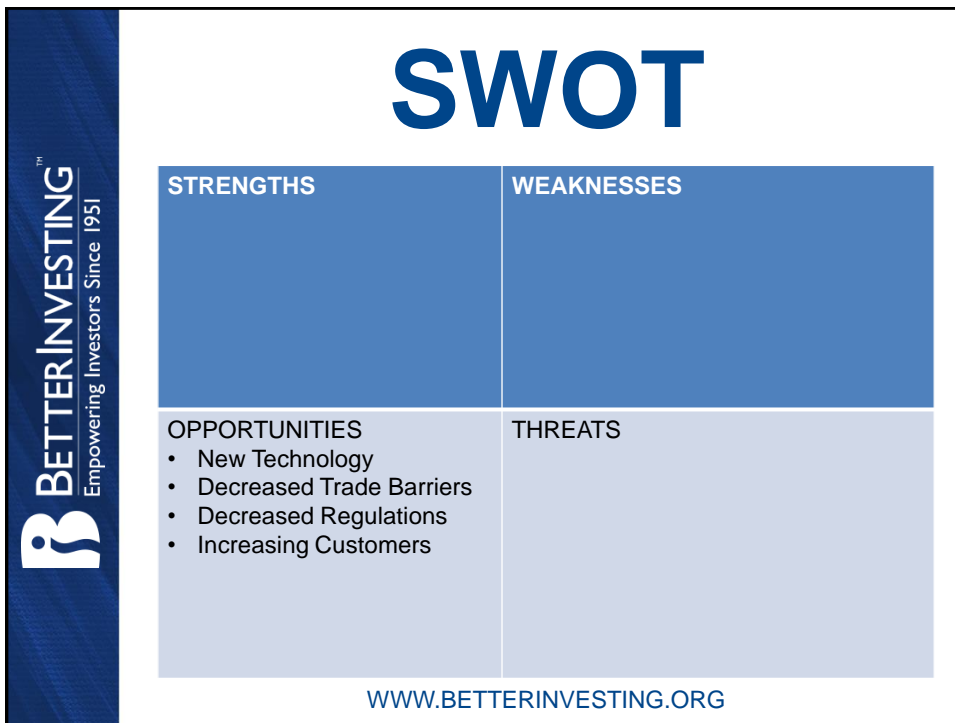
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SWOT

STRENGTHS	WEAKNESSES <ul style="list-style-type: none"> Weak Brand Recognition Minimal Intellectual Property Cost Problems Unskilled Workers Financial Issues
OPPORTUNITIES	THREATS

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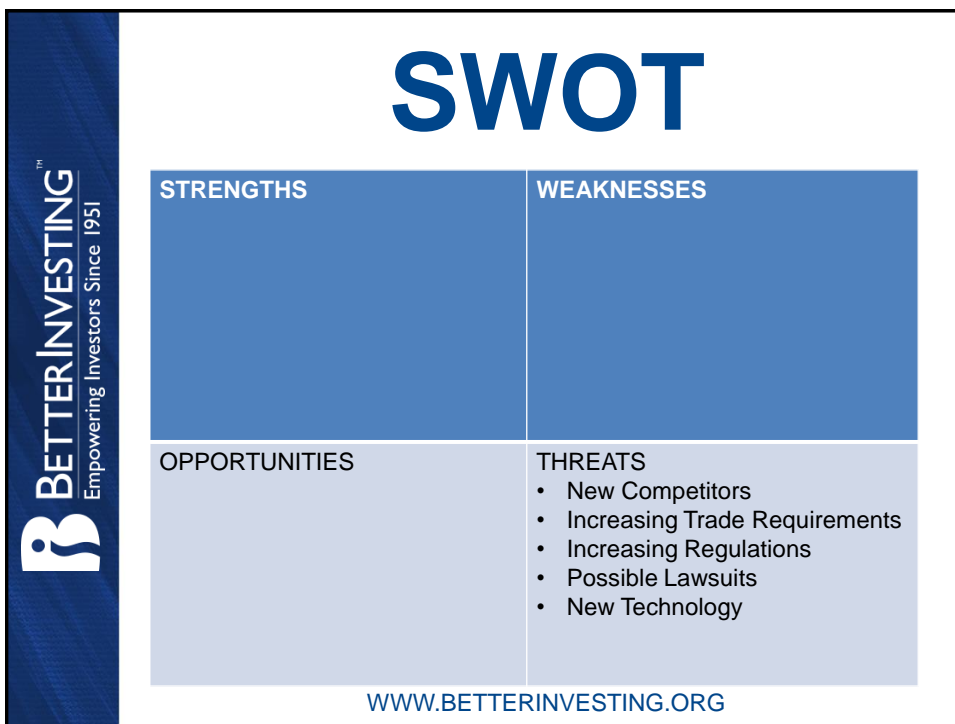
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SWOT

STRENGTHS	WEAKNESSES
OPPORTUNITIES <ul style="list-style-type: none">• New Technology• Decreased Trade Barriers• Decreased Regulations• Increasing Customers	THREATS

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SWOT

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS <ul style="list-style-type: none">• New Competitors• Increasing Trade Requirements• Increasing Regulations• Possible Lawsuits• New Technology

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SWOT

STRENGTHS <ul style="list-style-type: none"> • Positive Brand Recognition • Intellectual Property • Cost Advantages • Skilled Workers • Financial Resources 	WEAKNESSES <ul style="list-style-type: none"> • Weak Brand Recognition • Minimal Intellectual Property • Cost Problems • Unskilled Workers • Financial Issues
OPPORTUNITIES <ul style="list-style-type: none"> • New Technology • Decreased Trade Barriers • Decreased Regulations • Increasing Customers 	THREATS <ul style="list-style-type: none"> • New Competitors • Increasing Trade Requirements • Increasing Regulations • Possible Lawsuits • New Technology

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SWOT

STRENGTHS <ul style="list-style-type: none"> • Positive Brand Recognition • Intellectual Property • Cost Advantages • Skilled Workers • Financial Resources 	WEAKNESSES <ul style="list-style-type: none"> • Weak Brand Recognition • Minimal Intellectual Property • Cost Problems • Unskilled Workers • Financial Issues
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SUMMARY


SWOT = Tool to access a company

- S=strengths
- W=weaknesses
- O=opportunities
- T=threats

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SUMMARY

Important points when using Tool:

- Prioritize the points
- Be brief and to the point
- Don't over crowd the various squares of data.
- Emphasize the main considerations
- Update & revise at least quarterly
- Save it

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Questions or Comments?



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