



WOSO-GaMI

SWOT

Strength's Weaknesses Opportunities Threats.

Personally, I have not used this in many years, but it has long been regarded as an important business tool. However, this is pointless if the management team does not answer the headings honestly.

Use it to get a snapshot of how you and your management team feel about the business, ensure that you allow them to answer without recourse, (this is why I stopped using it, it became a stick to beat staff with that did not have the same views as the principal, so pointless.) If it's used in an open management discussion it can be useful, as window to your business and how everyone feels.....sometimes the ideas and suggestions from SWOT help the overall business.

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SWOT ANALYSIS

A SWOT analysis is a useful tool for evaluating the business by zooming in on its strengths, weaknesses, opportunities available, and potential threats. Consider the following:

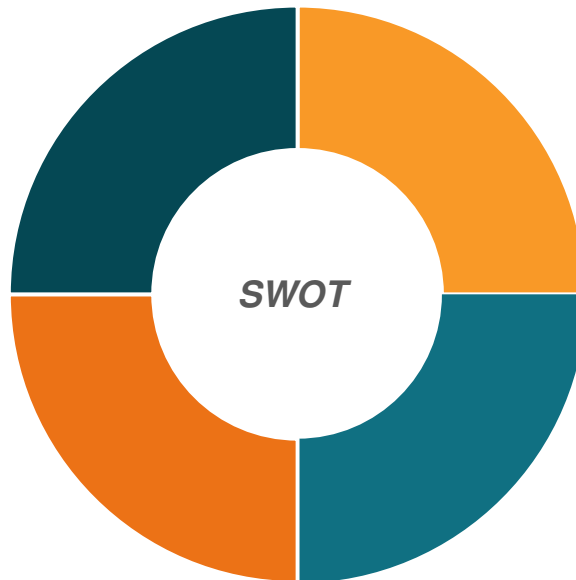
- **Strengths** – What strengths does the company have now and how will these strengths evolve moving forward?
- **Weaknesses** – What are the deficiencies in the services? Which areas of the business should be improved first?
- **Opportunities** – How can the business leverage partnerships and new innovations to grow the business? Which other segments of the industry would the company consider entering in future?
- **Threats** – Are there external factors (controllable and uncontrollable) that could potentially stifle cash flow or business growth?

STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand

ONCE YOU HAVE COMPLETED SWOT (for Principles)

STRENGTHS - Discuss the range of strengths that your management team highlighted, have certain people become more of an asset than you thought, what were your team's thoughts on your service or products.

WEAKNESSES – What was felt to be the weaknesses by your management team, are suppliers asking too much, can your purchasing team do better. Is your IT or marketing department not working to aid sales.

OPPERTUNITIES – Is there an opportunity to upsell to your base? Are there products or suppliers that you could use to aid sales, or products you should consider selling. Does the team have any ideas that need reexamining

WEAKNESSES – What was felt to be the weaknesses by your management team, is more training required, are some of your products and services seen as unnecessary, are suppliers asking too much, can your purchasing team do better. Is your IT or marketing department not working to aid sales.

As mentioned in the introduction, SWOT should be used as a positive tool to provide a snapshot of the business from everyone's perspective.