



SWOT Analysis

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Outline

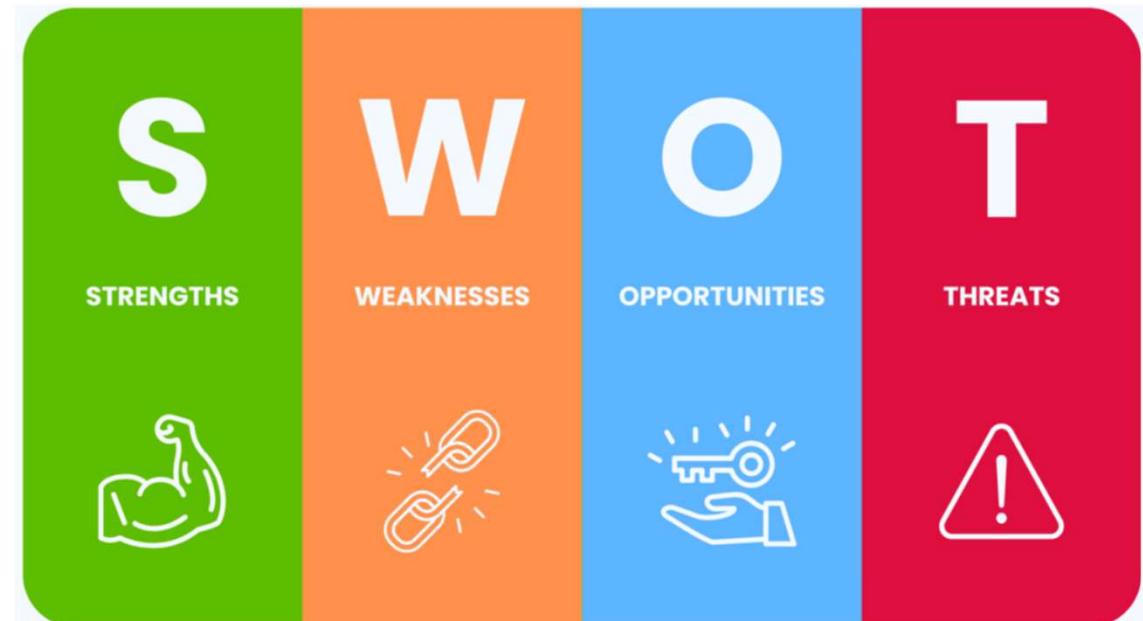
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SWOT Analysis

A SWOT analysis is stand for:

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





What is a SWOT Analysis?

SWOT Analysis is a tool used to assess an organization, project, plan, program, or any business activity by identifying its Strengths, Weaknesses, Opportunities, and Threats (Kumar C.R et al., 2023).

It is commonly used for strategic planning and management within organizations (Božić V., 2023).



SWOT Analysis and the Two Environmental Factors

SWOT analysis considers two types of organizational factors:

First: Internal factors, elements within the organization that it can control, such as Strengths and Weaknesses.

Second: External factors, elements outside the organization that it cannot control, such as Opportunities and Threats.



SWOT Analysis – Internal Factors (Strength & Weakness)

An organization's internal environment is shaped by its **strengths** and **weaknesses**. These factors determine how well it can compete and succeed.

Strengths are the positive qualities or resources that give an organization an advantage over others. They represent what the organization does best and help it achieve higher efficiency and effectiveness.

Example: A smartphone company has a strength in innovative technology and high-quality cameras. This allows it to attract more customers and stand out in a crowded market.

Weaknesses are areas where the organization lacks resources, skills, or capabilities, putting it at a disadvantage compared to competitors. Weaknesses can lower performance and limit growth.

Example: The same smartphone company may have a weakness in customer service. Slow responses and limited support could frustrate users, giving competitors an edge.



SWOT Analysis – External Factors (Opportunities & Threats)

Every organization, company, or individual is influenced by external forces factors outside their control that can affect their success. These forces can create opportunities or threats.

Opportunities are favorable external factors that an organization can use to gain an advantage or grow.

Example: A clothing store notices a rising trend in sustainable fashion. By introducing eco-friendly clothing, the store can attract new customers and increase sales.

Threats are external challenges or risks that can harm an organization. These are beyond the organization's control and may create problems or reduce competitiveness.

Example: The same clothing store faces a threat when a large online retailer starts selling similar products at lower prices. This could reduce the store's sales if it doesn't adapt.

SWOT Analysis - Example

<p>Strengths</p> <ol style="list-style-type: none"> 1. A Company current available resources (Staff, budlings, website, and finance) 2. Strong Brand Image (Qatar Airways, Lufthansa, Apple) 3. Strong Customer Services 4. Strong Financial Support (Support from government) 	<p>Weakness</p> <ol style="list-style-type: none"> 1. lacking resources (Staff shortages, sources of funds) 2. Poor Customer Services (Long wait times, Ignoring customer feedback) 3. Lack of research and information.
<p>Opportunities</p> <ol style="list-style-type: none"> 1. New emerging technologies (Artificial intelligence) 2. New customer segmentation (Targeting young customers) 3. New targeted markets (Targeting markets internationally & regionally) 	<p>Threats</p> <ol style="list-style-type: none"> 1. Political Conflicts (Russia & Ukraine war) 2. Economic Trends (Inflation) (Rapid change in currency exchange rate – Iraqi dinar against US\$) 3. Diseases (Coronavirus) 4. Earthquakes



Comparison Between SWOT, PESTEL, and 5Cs

Analysis Tool	Focus	Purpose	When to Use	Components / Key Points
SWOT	Internal & external factors	Assess a company's strengths, weaknesses, opportunities, and threats	Strategic planning, decision-making, launching new products, improving performance	- Strengths: What the company does well Weaknesses: Internal limitations- Opportunities: External chances to grow- Threats: External risks to watch
PESTEL	external environment	Analyze political, economic, social, technological, environmental, and legal factors affecting business	Long-term planning, market entry, risk assessment, understanding trends	- Political: Government policies, stability- Economic: Inflation, GDP, market trends- Social: Culture, demographics, lifestyle- Technological: Innovation, tech adoption- Environmental: Sustainability, climate- Legal: Laws, regulations, compliance
5Cs	Company & market environment	Analyze company, customers, competitors, collaborators, and context	Marketing strategy, customer analysis, competitive positioning, market research	Company: Internal capabilities and resources Customers: Needs, behavior, target market- Competitors: Strengths and weaknesses of rivals Collaborators: Partners, suppliers, distributors Context: Market trends, economic & social environment



Assignments for next week

Ask the following questions (Search and learn)

- 1- Identify two strengths and two weaknesses of your favorite local restaurant. Explain how these strengths give it an advantage and how the weaknesses could create problems.
- 2- Think about a new technology company. List two opportunities and two threats it might face in the market. Explain how the company could use the opportunities and deal with the threats.

NOTE: Please do not use AI

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