

Learning Objectives:

- Identify key components in a SWOT analysis
- Analyze a case study to complete a SWOT template
- Perform a SWOT analysis for your own business

1. Introduction

- A. What is a SWOT Analysis?
- B. When is a SWOT analysis used?

2. Resource: SWOT Template

3. SWOT Components

A. Strengths

- i. Attributes of the business that need to be maintained, build upon, or leveraged
- ii. Criteria
  - a. Based on current or past business practices (backward)
  - b. Helpful factors
  - c. Internal factors

B. Weaknesses

- i. Attributes of the business that need to be remedied or stopped
- ii. Criteria
  - a. Based on current or past business practices (backward)
  - b. Harmful factors
  - c. Internal factors

C. Opportunities

- i. Conditions or attributes that need to be prioritized and optimized
- ii. Criteria
  - a. Future strategies for the business (forward)
  - b. Helpful factors
  - c. Internal factors

D. Threats

- i. Conditions or attributes that need to be countered or minimized
- ii. Criteria
  - a. Future strategies for the business (forward)
  - b. Harmful factors
  - c. Internal factors

4. Example

5. Real Estate Case Study Analysis

A. Strengths

- i. agents have a large sphere of influence
- ii. agents have great reviews from clients
- iii. some agents have up to 10 years of experience

B. Weaknesses

- i. business is less established
- ii. not much name recognition
- iii. several agents with less experience
- iv. focuses on low end of the market

- C. Opportunities
    - i. low interest rates
    - ii. housing in high demand
    - iii. connection to expand into new segments (higher priced houses)
  - A. Threats
    - i. many competing agencies
    - ii. may lose experienced agents to incentives
    - iii. current customers may be priced out of market
    - iv. focuses on low end of the market
6. Questions to ask
- A. Strengths
    - i. What are your strengths?
    - ii. What do you specialize in?
    - iii. What resources do you have?
    - iv. Is your brand or reputation strong?
    - v. What do you do particularly well, relative to rivals?
    - vi. What do analysts consider to be your strengths?
    - vii. What are the strengths of your leadership and employees?
  - B. Weaknesses
    - i. What do you do poorly?
    - ii. Where do you have gaps?
    - iii. What do your rivals do better?
    - iv. What generates the most customer dissatisfaction and complaints?
    - v. What generates the most employee dissatisfaction and complaints?
    - vi. What processes and activities can you improve?
  - C. Opportunities
    - i. Where can you apply your strengths?
    - ii. Are there new markets or buyer segments to leverage?
    - iii. Are there new ways to promote your business?
    - iv. Are there new ways of producing your products?
    - v. Are your rivals' customers dissatisfied?
    - vi. Are there ways to leverage other factors?
    - vii. How are your customers and their needs changing?
    - viii. How is technology changing your business?
  - D. Threats
    - i. Is your business able to meet customers' needs?
    - ii. Does the market position provide enough profit?
    - iii. How will economic factors impact future sales?
    - iv. Are your employees satisfied?
    - v. Is turnover high?
    - vi. Is new competition coming?
    - vii. What are your competitors developing?
    - viii. Are your rivals improving their product offerings or prices?
    - ix. Is new technology making your product obsolete?
    - x. Is your cash-flow and debt position healthy?
    - xi. Are sales growing slower than the industry average?
7. Analyze your business – use the template
8. Summary