



KnowledgeCenter

Business Development

S.W.O.T. Analysis

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The Pressure to Perform

About C4: The company has 9 divisions and 3 groups with more than 125 Associates in 55 countries. Corporate Offices are in the U.S. The C4 Finance Group is in the U.S. For additional information, please go to: www.C4GlobalHQ.com or call +714 876 6136 in the U.S. or email: Info@C4GlobalHQ.com.

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The definition of success?

SWOT Analysis is a powerful technique for understanding your **S**trengths and **W**eaknesses, and for looking at the **O**pportunities and **T**hreats you face.

Used in a business context, it helps you design a sustainable niche in your market. Remembering that businesses will evolve, your market definition will allow you to lead and not just mirror or react to the activities of the market today and through tomorrow.

What makes **SWOT** a very powerful tool is that, with a little thought, it can help you uncover opportunities that exist but without analysis, you may not be able to take advantage of. Conversely, with the help of a professional, you can see weaknesses within your own infrastructure. This will help you eliminate threats and particularly protect you from being blind sided or simply caught off guard.

We always recommend that your business and either your number one competitor or number two placed competitor be analyzed from the perspective of the team and the analyst. The results enable the Team to define a strength strategy that will define and capitalize on your strengths and move you further from the perceived or real competition.

Strengths:

- What advantages does your company have?
- What do you do better than anyone else?
- What unique or lowest-cost resources do you have access to?

What do people in your market see as your strengths? Consider this from an internal perspective, and from the point of view of your customers and people in your market. And be realistic: It's far too easy to fall prey to "not invented here syndrome". Also, if you are having any difficulty with this, try writing down a list of your characteristics. Some of these will hopefully be strengths!

As you examine, with the aid of our analysts, your own strengths, you must view them in light of the competition. For example, if outstanding service is what their known for, then your program of excellence in service becomes the standard within your organization and not an objective.

Weaknesses:

- What's missing?
- What could you improve?
- What are the voids?
- What does our competition, clients and/or customers perceive as our weaknesses?

This type of organizational examination should only be done by a trained listener and observer. It must be done internally

(within the company) and externally (within the industry, sector or even the geographical area served). Some of the questions that will be asked are those previously shared. In our experience, these will spawn more specific questions to your organization.

Opportunities:

- What separates an opportunity from the rest of the daily noise?
- Where are the good opportunities facing you?
- Environmentally, what impacts your sales, receipt of opportunities, etc.?

Useful opportunities can come from such things as:

- Changes in technology and markets on both a broad and narrow scale
- Changes in government policy related to your field
- Changes in social patterns, population profiles, lifestyle changes, etc.

A useful approach to looking at opportunities is to look at your strengths and ask the where what, why and how the strengths of the company can be applied.

Alternatively, does your weaknesses open up opportunities by eliminating them or does it provide an opportunity for an alliance?

Threats:

- What physically keeps you from doubling your profits?
- What obstacles do you face?
- What is your competition doing?
- Are the required specifications for your job, products or services changing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Is legislation pending that will impact the business?

Could any of your weaknesses seriously threaten your business?

Carrying out this analysis will often be illuminating - both in terms of pointing out what needs to be done, and in putting problems into perspective.

Strengths and weaknesses are often internal to your organization while opportunities and threats often relate to external factors. Knowing more about yourself, the company, the market and the competition could just define your success, or lack thereof. What are your thoughts?

