

# SWOT ANALYSIS

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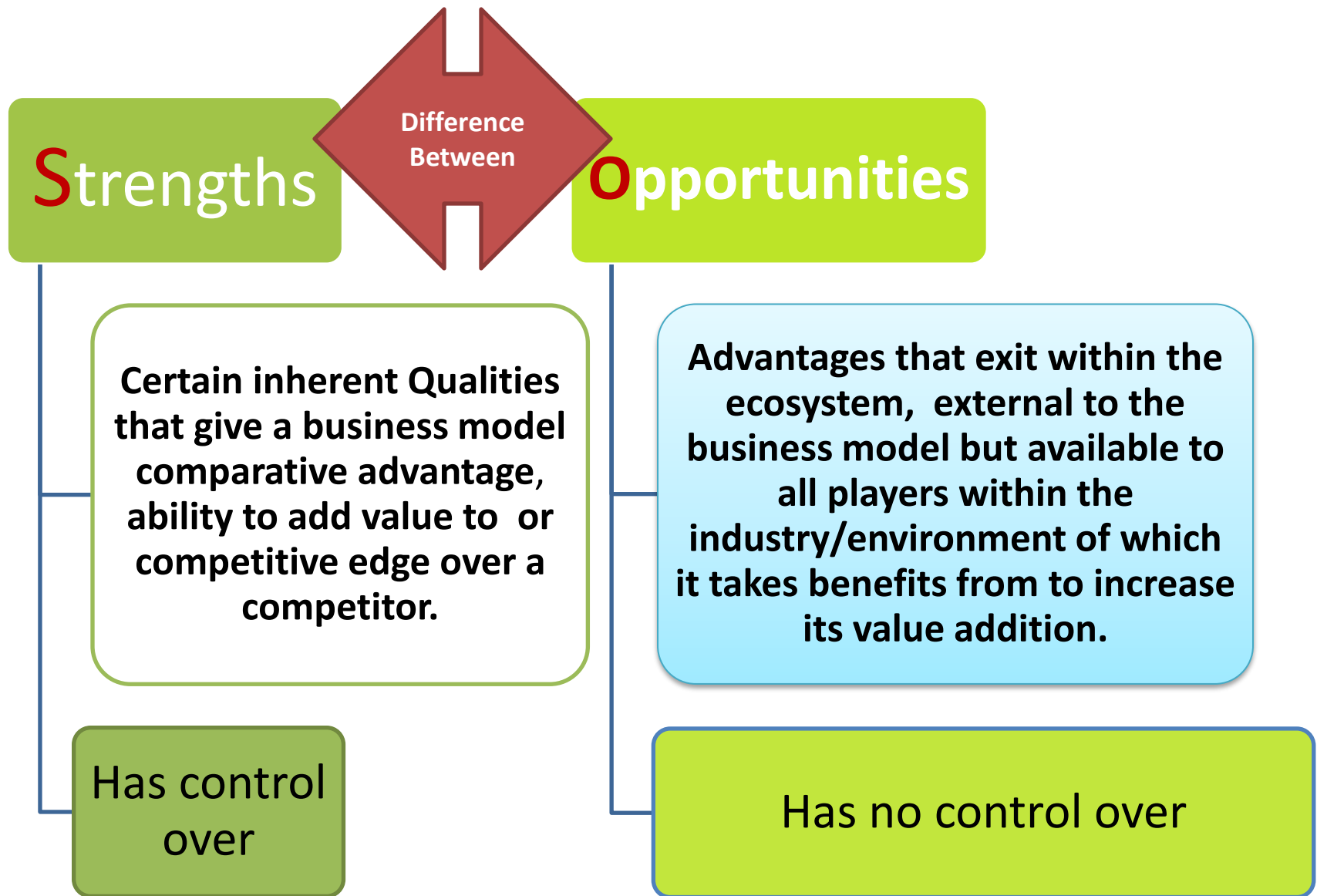


# What is SWOT Analysis

- SWOT Analysis is a technique used in identifying : **S**trengths, **W**eakness, **O**pportunities and **T**hreats of a particular business model.
- The first 4 letters form the acronym **SWOT**

Strengths and Weakness = Both are Internal to the Business Model.

Opportunities and Threats = Are external to the Business Model or System's objectives.



# Difference between Weakness and Threats

- Internal factors that are unfavourable in achieving the objectives of a business model
  - Factors that place the business model at comparative disadvantage.
- External risks that the business model is exposed to;
  - These are factors from the external environment of the business model that poses danger in achieving system objectives.

# Environment of the business Model

## Internal Environment (S=Favourable ;W=Unfavourable)

- Inherent ability that gives competitive advantage/competitive edge over others;
- Resources-financial, human, land, technology etc;
- Business methods;
- Special skills.

## External Environment (O=Favourable; T=Unfavourable)

- Regulations
- Ecosystem-current and future technologies; current and future business methods
- Market
- Third parties-Business Partners(Actual and Potential)

Thank you