### **SWOT ANALYSIS**

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## What is SWOT Analysis

 SWOT Analysis is a technique used in identifying: Strengths, Weakness, Opportunities and Threats 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.



## Strengths

Difference Between

### **Opportunities**

Certain inherent Qualities that give a business model comparative advantage, ability to add value to or competitive edge over a competitor.

Advantages that exit within the ecosystem, external to the business model but available to all players within the industry/environment of which it takes benefits from to increase its value addition.

Has control over

Has no control over



# Difference between Weakness and Threats

- Internal factors that are unfavouarable 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

