

T.O.W.S. - Strategic Planning Simplified

The traditional model of market analysis: SWOT

Strengths	Weaknesses
Opportunities	Threats

T.O.W.S. uses the same elements in a new way, developing the tactics needed to develop a successful plan.

Identify each of these four elements and place them in the appropriate area of the chart

Tows Analysis Plant Tour	Strengths 1. Strong location 2. 3.	Weaknesses 1. Marketing 2. 3.
Opportunities 1. Get new members 2. 3.	Strength/Opportunity S_O_: S_O_: S_O_:	Weakness/opportunity W_O_: W_O_: W_O_:
Threats 1. 2. 3.	Strength/Threat S_T_: S_T_: S_T_:	Weakness/Threat W_T_: W_T_: W_T_:

You then take your #1 Strength and your #1 Opportunity and write how that strength can help overcome that opportunity

Tows Analysis Plant Tour	Strengths 1. New Technology used 2. 3.	Weaknesses 1. Marketing 2. 3.
Opportunities 1. Get new members 2. 3.	Strength/Opportunity S1 O1: S_O_ S_O_:	Weakness/opportunity W_O_ W_O_ W_O_:
Threats 1. Cost 2. 3.	Strength/Threat S_T_ S_T_ S_T_:	Weakness/Threat W_T_ W_T_ W_T_: