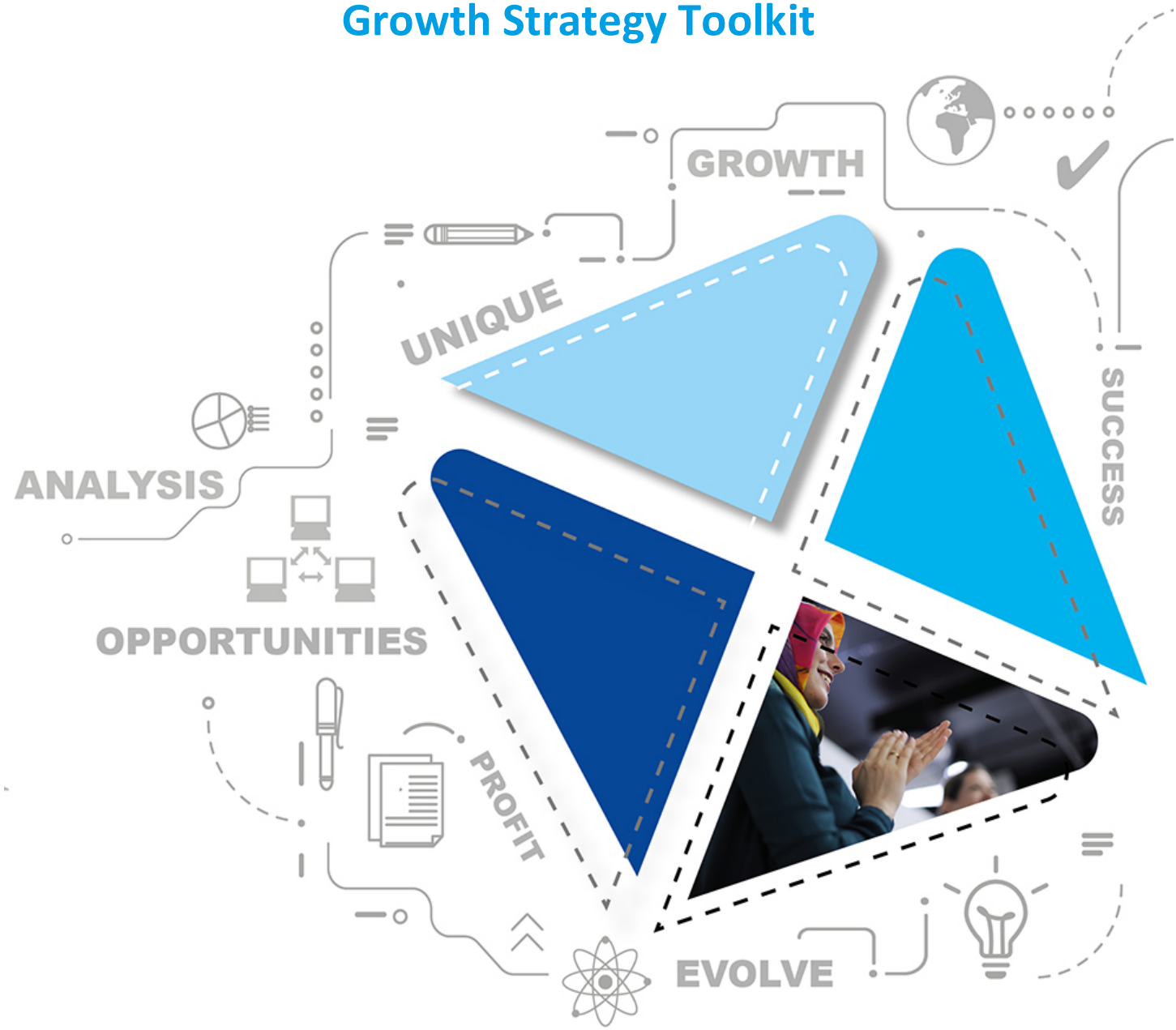
SWOT Analysis

Growth Strategy Toolkit



How to use the SWOT Analysis:

Included in this Toolkit are the 'SWOT Template' and 'SWOT Example. It may be useful to print these documents for easy reference and team discussion.

What is SWOT:

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. The tool consists of a simple table matrix. There are several points to notice about this arrangement that will help your analysis:

- The top section consists of Strengths and Weaknesses. These are Internal Factors affecting the Organisation, both positive and negative. Part of the value of this tool is to communicate these attributes. At the bottom of this section is Top Strengths to Exploit and Actions to Counter Top Weaknesses. Process 1 is to be aware of the factors, and Process 2 is to have actions to leverage a positive or to counter a negative – at all times with the eye on the prize – tangible business growth.

- The bottom section consists of Opportunities and Threats. These are External Factors affecting the Organisation, both positive and negative. Again, part of the value of this tool is to communicate these attributes. At the bottom of this section is Top Opportunities to Exploit and Actions to Counter Top Threats. Again, Process 1 is to be aware of the factors, and Process 2 is to have actions to leverage a positive or to counter a negative – at all times with the eye on the prize – tangible business growth.

Now have a look and fill in parts of each section:

Strengths:

- What advantage does your organisation have over its competitors?
- Why do people buy from you?
- What resources does your organisation have available?
- What is it that makes your organisation unique?
- What is the Secret Sauce?

Remember, your strengths come from within the organisation and from the customers' perspective. How they think and feel when they interact with the organisation. Strengths are also relative, if your business is good at a specific service but your competitors are better, then is it a strength or a weakness? These are the hard questions that you will benefit from asking yourself and your organisation.

Weaknesses:

- Where do your competitors outperform you?
- Why do your competitors' customers buy from them and not your organisation?
- What do your customers say that can be improved, or that limit sales?
- What areas of the business could be improved to increase sales or profitability?

Weaknesses typically arise from within the organisation and threats from outside of the organisation, or its influence. However, external factors can cause threats which may be more significant to your organisation due to its weaknesses. Be honest and open with your review. If you are then you can more easily evolve and drive business growth and investment.

Opportunities

- What are the industry trends? Is there growth in your area of business?
- What external factors affect the organisation? Such as government legislation, economic developments with markets?
- What are your competitors doing, are there new ways of doing business?
- What technological changes have occurred, or are likely to occur in the future and how can they be utilised?

Threats:

What are your competitors doing?

Why do potential customers go to your customers?

What external factors may change your business or industry, such as new technologies?

What can stop you or your business reaching its goals?

Now that you understand the key areas for the SWOT analysis it's time to look at an example. This example SWOT demonstrates the manner in which each area of the SWOT analysis is connected and how it can be used to complete a strategy review.

Optimise Performance!

The SWOT Analysis is a powerful tool, that's why it's part of Onarach's Growth Strategy Toolkit. If you want to take your organisation to the next level check out our full Growth Strategy Toolkit at www.onarach.com

Alternatively, if your business has a need for additional Strategy or Internationalisation support then our High Impact Business Growth Advisors will be happy to engage with you. Please email us at enquiries@onarach.com

Conclusion:

The SWOT is a powerful, simple, tried and tested method of quickly assessing your organisation and addressing strategic decisions. It allows a snapshot into the reasons

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why the business is a success, what opportunities it has in the future and what might stop it reaching its goals, or the goals of its Stakeholders. It can be used as a quick view to get a snapshot of the business or as part of an in-depth strategic review.

The SWOT's greatest strength is that it is simple and easy to understand. Significant value comes from considering the business from multiple perspectives, so by all means give this SWOT to different members and functions within your organisation to tease out the realities of what's happening.

SWOT Template:

This Template is part of Onarach's Growth Strategy Toolkit. Please refer to the SWOT guide for reference on the how to best use the SWOT template. For more information visit www.onarach.com

	Positive Effect	Negative Effect
Internal to Organisation	**Strengths**	**Weaknesses**
	• ... • ... • ... • ... • ...	• ... • ... • ... • ... • ...
	Top Strengths to exploit:	**Actions to counter Top weaknesses:**
	a) ... b) ... c) ...	a) ... b) ... c) ...
External to Organisation	**Opportunities**	**Threats**
	• ... • ... • ... • ... • ...	• ... • ... • ... • ... • ...
	Top Opportunities to exploit	**Actions to counter Top Threats**
	a) ... b) ... c) ...	a) ... b) ... c) ...

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Example SWOT analysis:

Below is an example SWOT of an environmental chemical product

	Positive Effect	Negative Effect
Internal to Organisation	**Strengths**	**Weaknesses**
	• Sustainable profitability for over 30 years • Product competitive advantage - a very unique solution which performs substantially better than its closest peers • Manufactured inhouse therefore gives flexibility of pricing • Product with 3 strong client benefits: Operational, Environmental, Financial • Management committed to international growth • A huge global market with an untapped demand	• Low global sales footprint • Management team missing some depth of skills • Sub optimal market awareness, market opportunities, size, scale and key players • No coordinated and centralised Sales CRM and financial systems in place • Lack of brand equity and digital strategy • Lack of sales pack and sales materials for both clients and distributers • Lack of VIP/senior in country and industry contacts
	Top Strengths to exploit:	**Actions to counter Top weaknesses:**
	a) Quality of product regarding productivity & ROI b) Carbon emission reducing UNFCC accredited methodology c) Triage of client benefits: operational, environmental & financial	a) Implement sales CRM, Financial software, and Governance KPI reporting b) Radically increase global sales footprint through distributers, resellers and strategic relationships
External to Organisation	**Opportunities**	**Threats**
	• Increasing brand equity (awareness) globally through a well-developed and executed integrated sales & marketing strategy plan • Increasing sales by sourcing and managing a global network of resellers and distributors • Exploiting competitors' vulnerabilities with weaker performing products • Evolving present management team into a more refined operationally efficient, goal driven organisation • Penetrating new markets globally on a controlled scale up strategy	• Political bullying by existing competitor/client close relationships • Product being re-engineered by competitors and sold at lower prices by a larger sales force • Competitors strategically partnering first with key target partnerships • New competitor product being developed to compete on efficiency
	Top Opportunities to exploit	**Actions to counter Top Threats**
	a) Increasing brand equity globally through a well-developed and executed integrated sales & marketing strategy plan b) Increasing sales by sourcing and managing a global network of resellers and distributors c) Evolve present management team into a more refined operationally efficient, goal driven organisation	a) Strict client/account management to guarantee correct project implementation and client roll out of product use b) Increasing global sales footprint with network of distributers, resellers and key in country influencers a) Detailed engagement contracts with non-compete and non-circumvent clauses included

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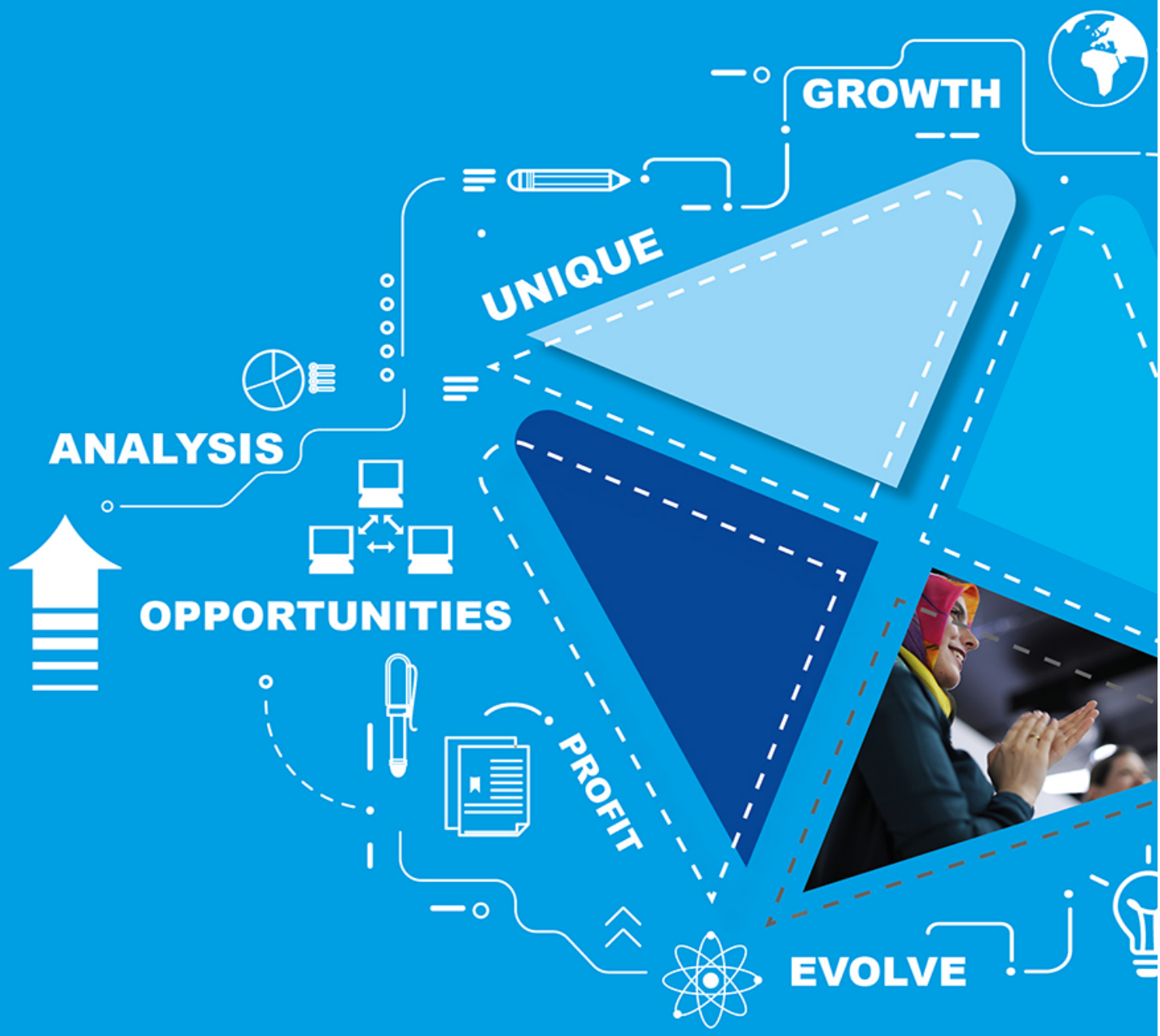

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