

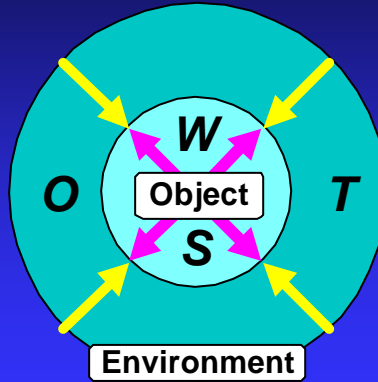
The SWOT - Analysis

ITTM - Innovationsmanagement

What does SWOT stand for?

- SWOT is an Abbreviation for
 - ◆ Strengths
 - ◆ Weaknesses
 - ◆ Opportunities and
 - ◆ Threats
- Method for Market Analysis
- Also: TOWS

Related Environment



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Identification by Brainstorming

- Strengths / Weaknesses
 - ◆ high Productivity
 - ◆ own Patents
 - ◆ low Market share
- Opportunities / Threats
 - ◆ new markets
 - ◆ new customers
 - ◆ new technology from competition

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The SWOT - Matrix

	positive	negative
intern	Strengths	Weaknesses
extern	Opportunities	Threats

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Rules

- be realistic about the strengths and weaknesses
- always analyse in context to your competition
- distinguish between today and future

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Resulting Strategies

	Strengths	Weaknesses
Opportunities	S-O Strategies	W-O Strategies
Threats	S-T Strategies	W-T Strategies

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Strategies

- S-O Strategy
 - ◆ go and get it fast !!! - There are others on the way...
- W-O Strategy
 - ◆ overcome your weakness as fast as possible
- S-T Strategy
 - ◆ Fortify your position
- W-T Strategy
 - ◆ ooooh shit !..

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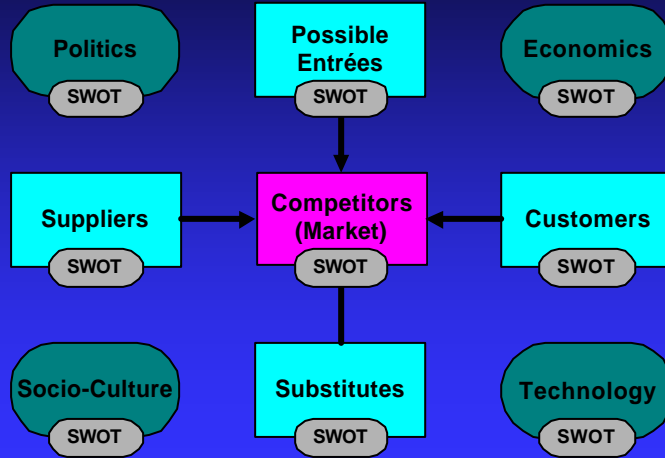
Advantages / Disadvantages

- ◆ fast tool for exploring
- ◆ systematic approach
- ◆ can be combined with other BS-Methods
- ◆ Results depend on persons
 - ◆ subjective
 - ◆ sometimes threats can also be viewed as opportunities
- ◆ Result has to be worked over
- ◆ Danger of forgetting areas

Area driven SWOT Analysis

- PEST Analysis
 - ◆ political, economical, social / culturel, technology
- Five Forces (Porter)
 - ◆ Competitors, Suppliers, Customers, Substitutes, Potential Entrants
- Combination of FF, PEST and SWOT

Result: Extended Porter Diagram



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Thank you!

■ Questions ?

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