

SWOT ANALYSIS

What is SWOT analysis/ matrix?

SWOT is an acronym standing for
Strengths
Weaknesses
Opportunities
Threats



SWOT is a strategic management tool used to help a person or organisation identify strengths, weaknesses, opportunities, and threats. This is a simple tool to help you identify internal and external factors affecting your business.

It's design is to help you

- Build on strengths (S)
- Minimise weakness (W)
- Capitalise on opportunities (O)
- Identify and counteract threats (T)

This strategic management tool will help you better understand your business and where improvements can be made, it brings awareness to your target market and your competitors to ensure your success in your business.

SWOT ANALYSIS

STRENGTHS



WEAKNESS



OPPORTUNITY



THREATS

