

Performing a SWOT analysis

Tip

A SWOT analysis can help you collect ideas and answer the four key questions.

OK

SWOT stands for

Strengths

Weaknesses

Opportunities

Threats

Internal factors are things the company can directly influence or change.

Strengths

Strengths are positive aspects over which the company has control.

Examples for a fashion company include

- Good quality clothing
- Unique design
- Strong online presence



Weaknesses

Weaknesses are the company's challenges or problems.

Examples for a fashion company include

- High production costs
- Limited number of available sizes
- Few stores in cities

Opportunities are useful possibilities outside the company.

Examples for a fashion company include

- Growing demand for sustainable fashion
- New markets in other countries
- Partnerships with well-known brands

Opportunities

Threats are potential risks outside the company.

Examples for a fashion company include

- Intensifying competition
- Changes in the fashion industry
- Fluctuating prices for raw materials

Threats

OH!

External factors are things that are out of the company's control and must be monitored.

WOW

Further links

1

2

3

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B@S
videochallenge

WOW

Further links

- 1
- 2
- 3

Exercise

Perform a SWOT analysis for your company!



OH...

External factors