

L 3 – continuation of the
„Marketing Environment“ lesson

L 4 „Marketing planning“

SWOT Analysis

- **S** – Strengths
- **W** – Weaknesses
- **O** – Opportunities
- **T** – Threats

S & W – generally refer to micro-environment

O & T – generally refer to macro-environment

SWOT analysis came from the research conducted at Stanford Research Institute from 1960-1970

Strengths

- What do you do particularly well?
- What do you do that is unique in the “marketplace?”
- What do your customers/clients/patrons ask for you to do over and over again?
- What do you have the right tools/resources to accomplish?



Weaknesses

- What do you not feel as comfortable doing?
- What needed resources, staff, or skills do you lack?



Opportunities

- Are there new situations coming down the road that you can take advantage of (legal requirements, technological development, political changes?)
- Are there gaps in the “market” that you can fill?
- Are there partnerships that might be fruitful?



Threats

- Who is your competition and what do they offer that you can't do as well or at all?
- Are there “environmental” changes or situations that could cause problems for you and your programs?
- What other roadblocks are being thrown in your path?

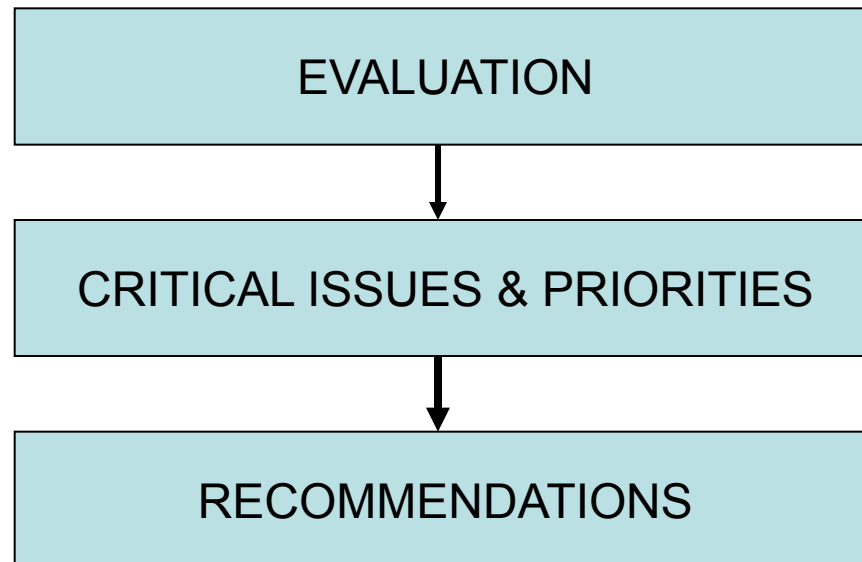


Create a Plan of Action

- What steps can you take to:
 - Capitalize on your strengths
 - Overcome or minimize your weaknesses
 - Take advantage of some new opportunities
 - Respond to the threats
- Set goals and objectives, like with any other plan

Identify Critical Issues and Priorities

- The SWOT analysis should lead to critical issues that a firm must address to maintain its competitive and financial performance

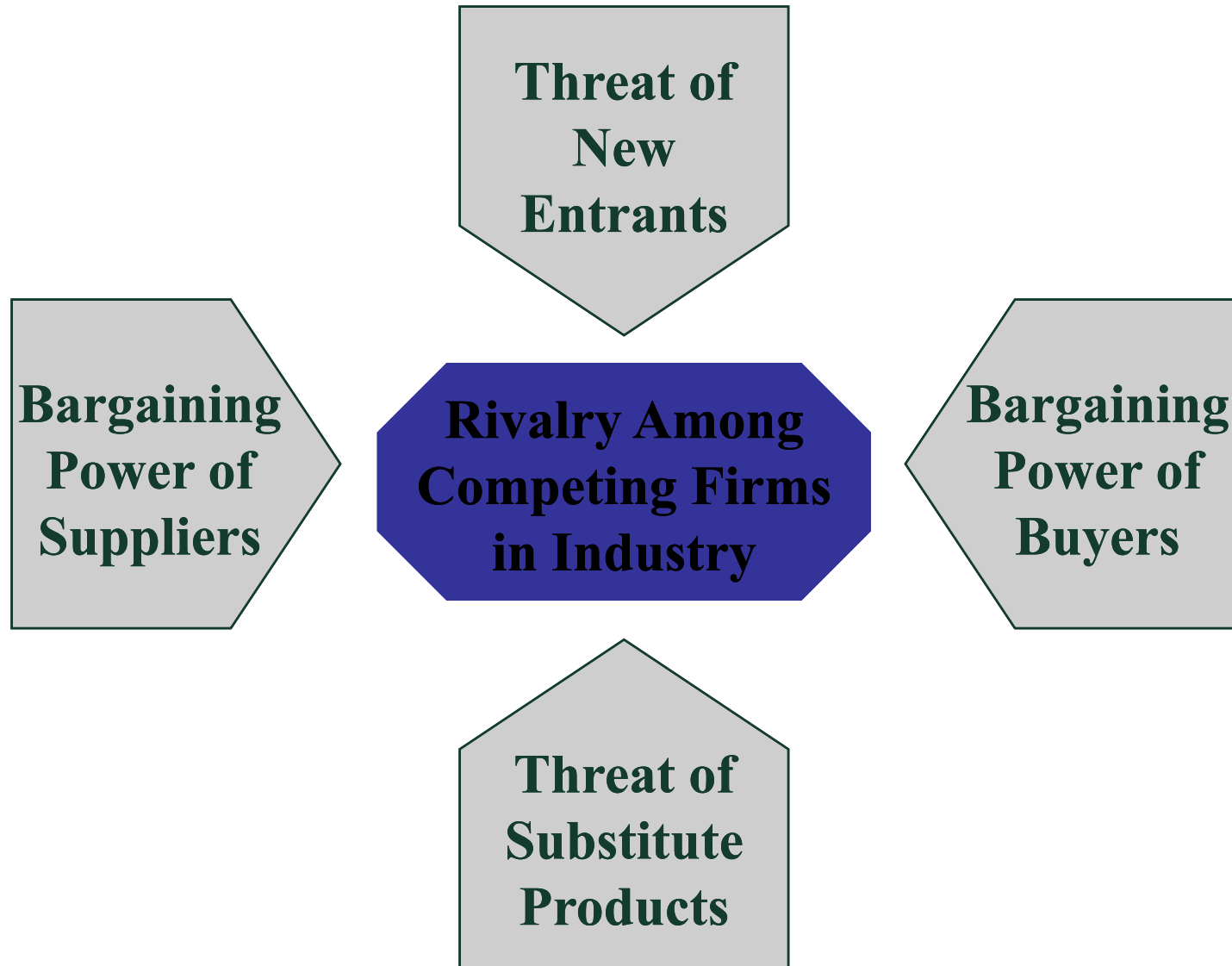


CAFIA -



- STRENGTHS
- Professional staff
- High-tech analytical tools
- Uniform methods of inspections
- Long tradition
- WEAKNESSES
- Extended bureaucracy
- To much paperwork/long deadlines
- OPPORTUNITIES
- Involvement in EU development projects
- Extended service
- THREATS
- Budgetary cuts
- EU regulations
- Merging surveillance services

Porter's Five Forces Model of Competition



The Five Forces are Unique to Every Industry

- Five-Forces Analysis is a framework for analyzing a particular industry.
 - Yet, the five forces affect all the other businesses in that industry.

Conclusion

- 6 components of microenvironment
- 6 components of macroenvironment
- Analytical tools SWOT
- Analytical tool Porter's 5 forces