



The S.W.O.T. Analysis

(Strengths, Weaknesses, Opportunities, and Threats)

This framework is used for analysis. It helps you organise facts and information into similar categories. You can use the S.W.O.T. analysis to analyse a country, company, economy, or other entity in terms of the environment it is currently facing. It is best used in the step just prior to drawing conclusions.

Remember, when doing a S.W.O.T. think in terms of:

STEPEEC:

Social ~ Technological ~ Economical ~ Environmental ~ Political ~ Ethical ~ Competitive



Remember, you must draw a conclusion after you're done your analysis!