

SWOT Analysis

The Strengths, Weaknesses, Opportunities and Threats (SWOT) matrix is a structured method used to evaluate the title facets of a business enterprise. SWOT can also be used in conjunction with a Johari Window to analyse the title facets for individuals.

There are two parts to understand and these are:

- Strengths and Weaknesses – represent internal factors
- Opportunities and Threats – represent external factors.

There are correlations which can be found between strengths and opportunities and weaknesses and threats. The analysis is both informative for an individual or business and can lead to understanding how to better match the strengths to greater opportunity or to convert weaknesses and threats into strengths and opportunities.

The structure of the matrix can be seen below. When completing the matrix the user (it can be completed without external assistance) should consider at the point in time of completion what they feel about the topics.

Example SWOT Matrix

SWOT Matrix	Beneficial To achieving the objective	Limiting To achieving the objective
Internal Factors Organisation Attributes	Strengths Characteristics of the individual or business that give it an advantage over others	Weaknesses Characteristics that place the individual or business at a disadvantage relative to others
External Factors Environment Attributes	Opportunities Elements that the individual or business could exploit to its advantage	Threats Elements in the environment that could cause trouble for the individual or business progress

SWOT Matrix

SWOT Matrix	Beneficial To achieving the objective	Limiting To achieving the objective
Internal Factors Organisational Attributes	Strengths	Weaknesses
External Factors Environment Attributes	Opportunities	Threats