

## Course Title

Entrepreneurship Development in Bangladesh

**Course Code**-BUS-341

Dr. Md Zillur Rahman  
Associate Professor  
Dept. of Business Administration  
SUST, Sylhet

# LECTURE

## Topics

✓ SWOT

- **Strengths**

- The **strengths** of a firm are the internal factors that give it a competitive advantage in the marketplace. These are typically assessed as part of a SWOT analysis. Examples include:

### **Operational Strengths**

**1.Efficient Production Processes:** High productivity or cost-effective manufacturing.

**2.Strong Supply Chain:** Reliable and optimized logistics and supplier relationships.

**3.Technological Capabilities:** Advanced technology or proprietary systems.

### **Financial Strengths**

**1.Strong Cash Flow:** Consistent revenue and profit generation.

**2.Low Debt Levels:** Financial stability and the ability to secure additional funding.

**3.High Profit Margins:** Efficient operations that lead to profitability.

- **Strengths**

**Human Resource Strengths**

1. **Skilled Workforce:** Highly trained and experienced employees.
2. **Strong Leadership:** Visionary executives or a well-functioning management team.
3. **Positive Workplace Culture:** High employee satisfaction and retention rates.

**Market and Brand Strengths**

1. **Strong Brand Recognition:** Well-known and trusted by customers.
2. **Customer Loyalty:** A dedicated customer base that repeatedly chooses the firm's products/services.
3. **Market Share:** Dominance in a specific industry or geographic region.

- **Strengths**

**Innovative Strengths**

1. **R&D Capabilities:** Commitment to innovation and new product development.
2. **Patents and Intellectual Property:** Ownership of proprietary technologies or processes.
3. **Agility:** Ability to adapt quickly to market changes.

**Strategic Strengths**

1. **Unique Value Proposition:** Clear differentiation from competitors.
2. **Strategic Partnerships:** Alliances that enhance market reach or capabilities.
3. **Geographic Reach:** Presence in multiple markets or strategic locations.

- **Strengths**

**Customer-Oriented Strengths**

1. **Exceptional Customer Service:** High customer satisfaction and support ratings.
2. **Deep Market Understanding:** Insights into customer needs and trends.
3. **Diverse Product Portfolio:** A wide range of offerings that appeal to various customer segments.

**Example Applications**

- **Apple:** Strong brand recognition, innovative product design, and loyal customer base.
- **Toyota:** Efficient production processes, high-quality standards, and a reputation for reliability.
- **Amazon:** Robust supply chain, wide product range, and exceptional customer service.

- **Weaknesses**

- The **weaknesses** of a firm are internal factors that hinder its performance, competitiveness, or ability to achieve its objectives. These are also analyzed in a SWOT analysis. Examples include:

**Operational Weaknesses**

1. **Inefficient Processes:** Outdated or poorly optimized production methods.
2. **Supply Chain Vulnerabilities:** Dependence on a limited number of suppliers or logistical challenges.
3. **High Operating Costs:** Inability to manage expenses efficiently.

**Financial Weaknesses**

1. **High Debt Levels:** Over-reliance on borrowed funds leading to financial instability.
2. **Poor Cash Flow Management:** Difficulty maintaining liquidity for day-to-day operations.
3. **Low Profit Margins:** Struggling to convert revenue into profit.

- **Weaknesses**

### **Human Resource Weaknesses**

- 1.Lack of Skilled Workforce:** Inadequate training or expertise among employees.
- 2.High Employee Turnover:** Difficulty retaining talent, leading to increased hiring costs.
- 3.Weak Leadership:** Ineffective management or lack of strategic direction.

### **Market and Brand Weaknesses**

- 1.Low Brand Recognition:** Lack of visibility or credibility in the market.
- 2.Poor Customer Retention:** Inability to build loyalty or maintain repeat business.
- 3.Limited Market Share:** Small presence in the industry compared to competitors.



- **Weaknesses**

### **Innovative Weaknesses**

- 1.Lack of R&D Investment:** Failure to innovate or adapt to new technologies.
- 2.Outdated Products or Services:** Reliance on offerings that no longer meet customer needs.
- 3.Inflexibility:** Slow to adapt to market changes or evolving customer preferences.

### **Strategic Weaknesses**

- 1.Weak Competitive Position:** No clear differentiation from competitors.
- 2.Overdependence on a Single Market:** Vulnerability due to reliance on one geographic or demographic segment.
- 3.Limited Strategic Alliances:** Lack of partnerships that could enhance market reach or resources.

- **Weaknesses**

**Customer-Oriented Weaknesses**

- 1.Poor Customer Service:** Low customer satisfaction due to inadequate support.
- 2.Weak Market Research:** Insufficient understanding of customer needs or market trends.
- 3.Limited Product Portfolio:** Failure to address diverse customer preferences.

**Industry-Specific Examples**

- Ready-Made Garment (RMG) Sector:** Overdependence on cheap labor and exports, poor worker safety, and limited value addition.
- Banking Sector:** High levels of non-performing loans (NPLs), lack of transparency, and weak governance.
- IT Sector:** Skill shortages, lack of government support, and insufficient global recognition.
- Agricultural Sector:** Poor supply chain, inadequate storage facilities, and reliance on traditional farming methods.