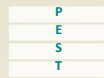


SWOT Analysis: Integrating Strategic Tools

PEST, Porter's 5 Forces, BCG Matrix & Applications



SWOT






PEST



Porter's 5F



BCG Matrix

 OH&S  Construction  Quality Systems

2025-10-02

1

Presentation Overview

Strategic Frameworks



PEST Analysis

Political, Economic, Social, Technological factors



Porter's 5 Forces

Competitive dynamics and industry attractiveness



BCG Growth-Share Matrix

Portfolio management based on market share and growth

Applications & Integration



Integrating with SWOT

How these frameworks complement SWOT analysis



Practical Applications

OH&S Management, Construction, Quality Systems



Implementation & Conclusion

Steps, comparison, and key takeaways

2

PEST Analysis Framework



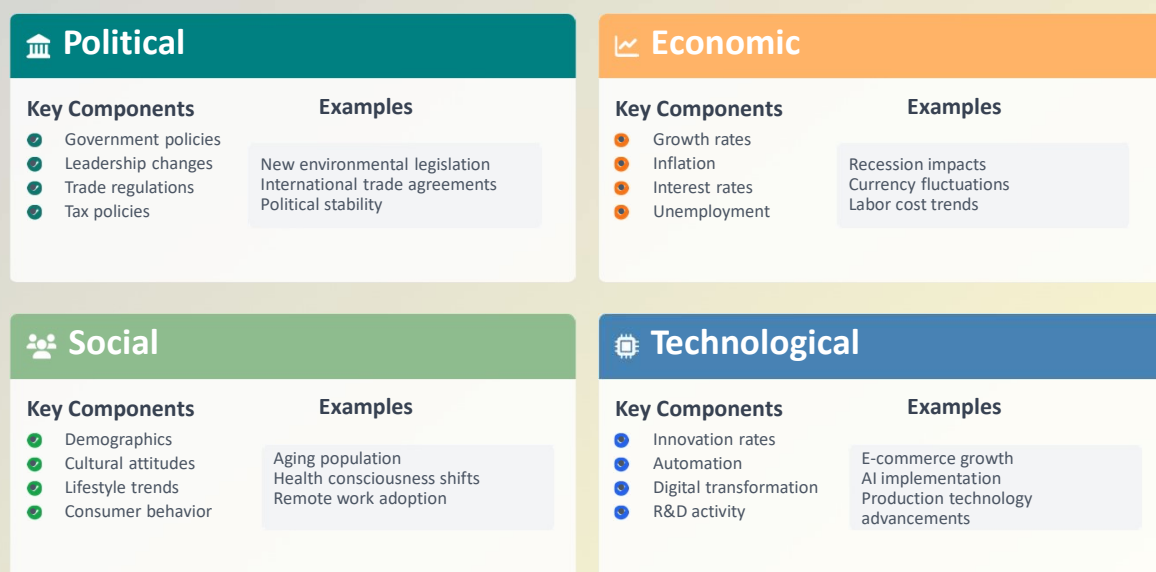
PEST analysis is a crucial strategic tool that helps organizations understand and monitor macro-environmental factors that influence their operations and strategic direction.



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3

PEST Analysis Components



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4

Porter's 5 Forces Model



A strategic framework that analyzes industry competition and attractiveness.



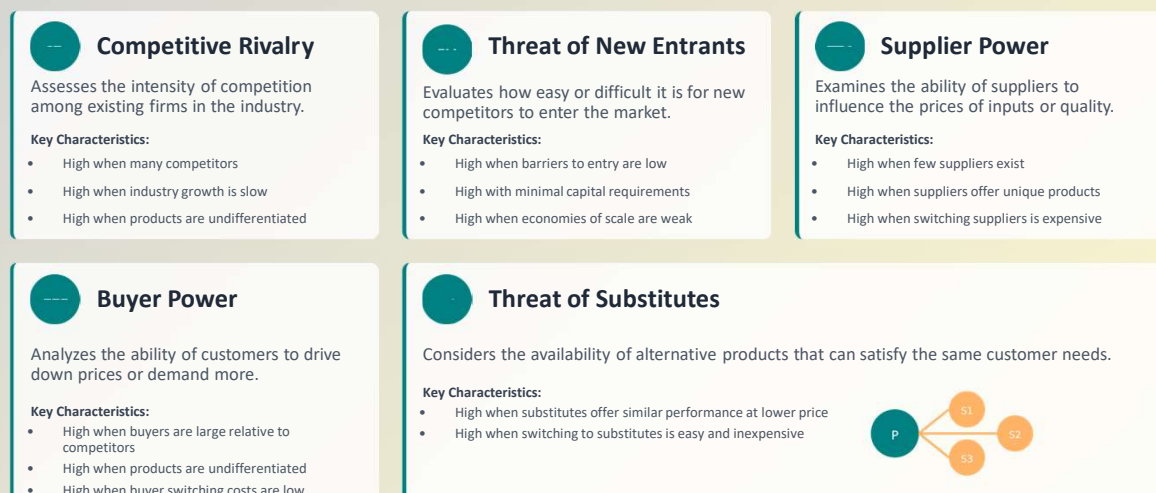
Strategic Value

Helps organizations identify competitive advantages and formulate strategies to enhance profitability.

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5

Porter's 5 Forces Components



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6

BCG Growth-Share Matrix

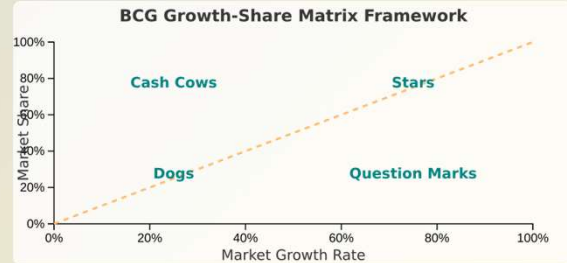


What is the BCG Matrix?

The BCG Growth-Share Matrix is a strategic portfolio management tool that helps organizations allocate resources effectively across their various business units or product lines.

It provides a visual framework for evaluating a company's product portfolio based on two key dimensions:

- Market Growth Rate
- Relative Market Share



Strategic Principle



Self-Reinforcing Advantage

Market leadership often leads to sustainable superior returns due to self-reinforcing cost advantages that are difficult for competitors to replicate.

Core Application



Resource Optimization

Cash generated by mature, high-market-share products ("Cash Cows") should be strategically reinvested into high-growth, high-potential areas ("Stars").

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7

BCG Matrix Quadrants



Stars

High Market Share

High Growth

Characteristics: Market leaders in high-growth industries

Strategic Implications: Require significant investment to maintain growth and competitive position. Potential to become future "Cash Cows" as market growth slows.



Cash Cows

High Market Share

Low Growth

Characteristics: High market share in mature, slow-growing industries

Strategic Implications: Generate more cash than they consume and require minimal investment. Surplus cash should fund "Stars" and "Question Marks".



Question

Low Market Share

High Growth

Characteristics: Operate in high-growth markets but have low market share

Strategic Implications: Future is uncertain. Require substantial investment to increase market share and become "Stars," or risk becoming "Dogs" if investments fail.



Dogs

Low Market Share

Low Growth

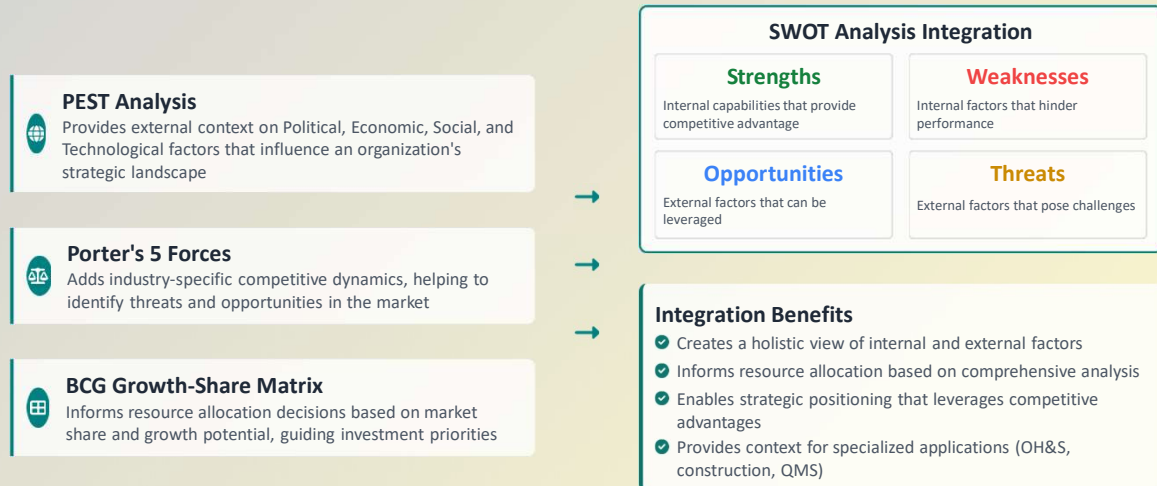
Characteristics: Low market share in slow-growing markets

Strategic Implications: Typically generate low profits or even losses. Often candidates for divestment or harvesting as they consume resources without significant returns.

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8

Integrating Strategic Tools with SWOT



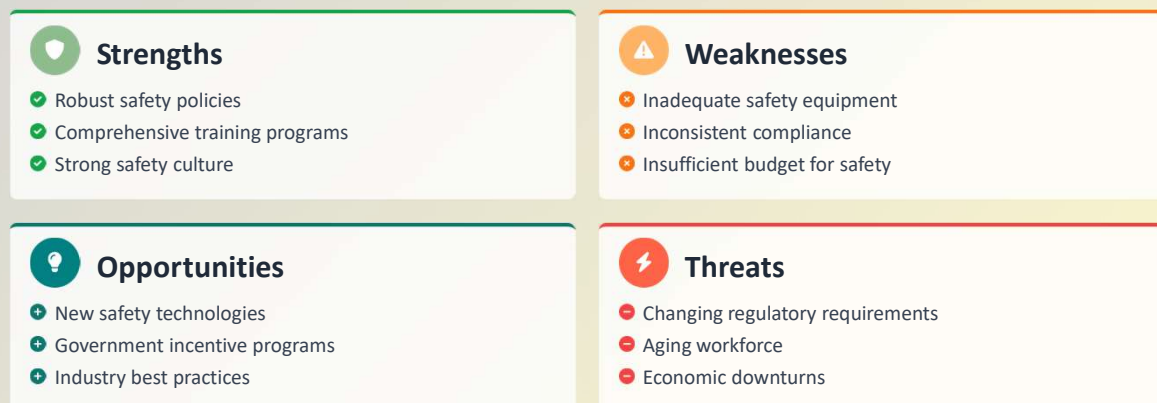
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9

SWOT Analysis in OH&S Management



SWOT analysis evaluates Occupational Health & Safety systems, identifying strengths and weaknesses while leveraging opportunities and mitigating threats.



SWOT analysis aligns with ISO 45001 standards and enhances risk management

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10

SWOT in OH&S

Using the SWOT analysis technique, a company can address three clauses of ISO 45001. These clauses are

Clause 4.1, 4.2

Clause 4.1 of ISO 45001 is about understanding the organization and its context. It requires the companies to determine their internal and external issues that are in line with the OHSMS. Instances of external issues can include regulations in occupational health and safety, and the expectations of customers regarding health and safety. Internal issues can include competence and preparedness of workforce to implement health and safety policies, the level of controls implemented in an organization for health and safety etc.

Clause 6.1.2.2

This clause addresses:

- (1) Assessment of risks of organizational health and safety
- (2) Risks to the organizational health and safety management system, which, in turn, asks the companies to assess other OH & S management system risks. These risks are called threats in the SWOT analysis.

Clause 6.1.2.3

This clause assesses OH & S management system opportunities. This clause requires the companies to determine their approach regarding upcoming OH & S management system opportunities. Concerning this clause, SWOT analysis can be used for risk identification and assessment of opportunities.

11

SWOT Analysis in Construction Management



SWOT analysis evaluates a construction company's internal dynamics and external environment to identify strengths, weaknesses, opportunities, and threats.



Strengths

- Skilled workforce with advanced technology adoption (BIM)
- Strong supplier and subcontractor relationships
- Efficient project management processes
- Established reputation for quality



Weaknesses

- Frequent project delays and cost overruns
- Outdated equipment and labor shortages
- Reliance on few key clients
- Limited capital for large-scale investments



Opportunities

- Growth in green construction and sustainable practices
- Government infrastructure investment projects
- Modular construction and new technologies
- Expansion into new geographic markets



Threats

- Volatility in material costs
- Changing regulatory requirements
- Weather disruptions
- Economic cycles affecting demand
- Competition from other firms



Risk Management



Strategic Planning



Business Growth



Enhanced Decision-Making

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12

SWOT Analysis in Quality Management Systems



SWOT analysis is crucial for implementing and maintaining Quality Management Systems (QMS), particularly ISO 9001, helping organizations identify issues and align quality objectives with business strategy.



Strengths

- Well-documented procedures
- Trained and competent personnel
- Effective customer feedback mechanisms
- Strong leadership commitment



Weaknesses

- Gaps in process implementation
- Inconsistent quality control
- Limited data collection
- Lack of employee engagement



Opportunities

- Automation of quality processes
- Data analytics for predictive quality
- New quality management methodologies
- Expansion into high-quality markets



Threats

- Evolving customer expectations
- Changes in regulatory standards
- Competitive cost pressures
- Supply chain material quality issues



Implementation Benefits

🎯 Strategic quality planning

📈 Improved quality performance

👥 Enhanced stakeholder engagement

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13

Implementation Steps for Strategic Analysis



Define Objectives

Establish clear goals for your analysis. Determine which frameworks to use and what business issues to address.



Gather Data

Collect relevant information about your business context, market environment, and internal capabilities.



Map Frameworks

Apply PEST, Porter's 5 Forces, and BCG Matrix to your business. Identify relationships between frameworks and SWOT elements.



Integrate Analyses

Combine framework outputs into a unified SWOT analysis. Look for patterns and insights that emerge from the integration.



Develop Strategies

Based on the integrated analysis, create strategic options that leverage strengths and opportunities while addressing weaknesses and threats.



Implementation Tips

- Involve cross-functional stakeholders
- Ensure data-driven decisions
- Allow time for thorough analysis
- Be prepared to refine your approach

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14

Comparative Analysis of Strategic Tools



Framework	Strengths	Limitations	Optimal Use Cases
PEST Analysis	<ul style="list-style-type: none"> Comprehensive view of external factors 	<ul style="list-style-type: none"> Focuses only on external factors 	<ul style="list-style-type: none"> When you need to understand external business environment
Porter's 5 Forces	<ul style="list-style-type: none"> Analyzes industry attractiveness and competition 	<ul style="list-style-type: none"> Complex to use, doesn't address internal factors 	<ul style="list-style-type: none"> When you need to understand industry-specific dynamics
BCG Matrix	<ul style="list-style-type: none"> Guides resource allocation by market share and growth 	<ul style="list-style-type: none"> Only applicable to product/portfolio level 	<ul style="list-style-type: none"> When you need to allocate resources across business units
SWOT Analysis	<ul style="list-style-type: none"> Integrates internal and external factors for holistic view 	<ul style="list-style-type: none"> Can be complex and time-consuming 	<ul style="list-style-type: none"> When you need a comprehensive strategic perspective

Integration Benefits

When integrated, these frameworks provide essential external and internal context that feeds into a comprehensive SWOT analysis, enabling more robust and effective strategic planning across diverse applications.

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15

Key Takeaways and Action Plan



Key Takeaways

Integrated Approach: PEST, Porter's 5 Forces, and BCG Matrix provide complementary insights that feed into a comprehensive SWOT analysis.

Strategic Context: External factors (PEST, Porter's 5 Forces) and internal portfolio (BCG Matrix) create the foundation for effective SWOT analysis.

Application Specificity: OH&S, export strategy, and quality management require tailored SWOT approaches that address industry-specific challenges.

Implementation Process: Strategic analysis tools are most effective when implemented systematically with clear objectives and stakeholder involvement.

Action Plan

01 Define Your Objectives

Determine which strategic questions you need to address and which tool(s) will provide the best insights.

02 Select the Right Tool

Match the appropriate strategic tool(s) to your objectives and available data.

03 Gather Comprehensive Data

Collect relevant information for your chosen framework, ensuring it's current and complete.

04 Involve Stakeholders

Engage relevant parties to ensure buy-in and implementation of insights.

05 Review and Adapt

Regularly update your strategic analysis as market conditions and business priorities evolve.

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16