

SWOT



BUSINESS
MAKE  **OVER**

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SWOT

The SWOT analysis helps you to be more aware of your own company and recognize what is happening around your company. In the SWOT analysis you describe your company's strengths and weaknesses, and you identify opportunities and threats affecting your company. With the use of your company's strengths you can exploit opportunities, and by understanding your company's weaknesses you can manage threats.

Template & example

Use the SWOT Canvas template (page 4) to make a large printout and use this to do a SWOT analysis, for example in a brainstorm with colleagues. Download the Example for Coca Cola to learn about the practical application of the SWOT tool.

Tip: Go to SWOT on BusinessMakeOver.eu to start the online version of the SWOT tool.

How to use

You can do the SWOT analysis by yourself, but it is often more effective if done by a group of people, for example with colleagues. By answering the questions below for strengths, weaknesses, opportunities and threats, you will be able to complete the SWOT analysis:

Strengths

Strengths are the things that give you an advantage over others.

- What can your business do better than anyone else?
- What advantages does your organization have?
- What does your customer like about your business?
- Which unique or low-cost resources are being used?

Weaknesses

Weaknesses are the things that place you at a disadvantage relative to your competitors.

- What could you improve?
- What causes you to lose sales?
- What should you avoid?
- What could customers see as weaknesses?

Opportunities

Opportunities are the elements in the environment that you can exploit to your advantage.

- What interesting trends are you aware of?
- What good opportunities can you spot?
- What would customers like to see different?
- Are there changes in technology, market or legislation you can benefit from?

Threats

Threats are the elements in your environment that could harm your business.

- What obstacles or challenges do you face?
- What are your competitors doing?
- Is a change in technology or legislation threatening your position?

SWOT

name _____

helpful

harmful

strenghts

weaknesses

opportunities

threats

internal

external

date _____

helpful

harmful

strengths

- World's largest market share in beverage
- Strong marketing and advertising
- Most extensive beverage distribution channel
- Customer loyalty
- Bargaining power over suppliers
- Social responsibility

weaknesses

- Significant focused on carbonated drinks
- Undiversified product portfolio
- Negative publicity
- High debt level due to acquisitions
- Brand failures

opportunities

- Bottled water consumption growth
- Increase in demand for healthy food and beverages
- Growing beverages consumption in growing markets
- Growth through acquisition

threats

- Changes in customer preferences and tastes
- Water scarcity
- Strong competition from PepsiCo
- Market for carbonated drinks is saturated
- Strong dollar