

SWOT Analysis Research Task

Purpose

Conduct comprehensive SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis based on research findings to provide strategic assessment of a company, brand, or competitive situation.

Inputs

- Company research data
- Portfolio analysis results
- Competitive intelligence
- Market research findings
- Industry trends and insights
- SWOT analysis template

Process

1. Data Review and Preparation

- Review all available research data
- Organize findings by SWOT categories
- Identify key themes and patterns
- Prioritize most significant factors
- Validate information across sources
- Prepare supporting evidence

2. Strengths Analysis

Identify and document internal positive attributes and competitive advantages:

Competitive Advantages:

- Unique capabilities or resources
- Market leadership positions
- Strong brand equity
- Proprietary technologies or methodologies
- Exclusive partnerships or relationships
- Superior talent or expertise

Operational Strengths:

- Efficient processes and systems
- Strong financial position
- Scalable infrastructure
- Quality management systems
- Innovation capabilities
- Organizational culture

Market Strengths:

- Strong market share
- Loyal customer base
- Diverse client portfolio
- Geographic reach
- Industry reputation
- Thought leadership position

Creative and Strategic Strengths:

- Award-winning creative work
- Proven strategic frameworks
- Successful campaign track record
- Innovation in advertising approaches
- Strong creative talent
- Effective client relationships

Resource Strengths:

- Financial resources
- Human capital
- Technology infrastructure
- Data and insights capabilities
- Partner network
- Physical assets

3. Weaknesses Analysis

Identify and document internal limitations and competitive disadvantages:

Competitive Disadvantages:

- Capability gaps vs. competitors
- Limited market presence
- Weaker brand recognition
- Resource constraints
- Dependency on key clients
- Limited geographic reach

Operational Weaknesses:

- Process inefficiencies
- Technology limitations
- Scalability constraints
- Quality issues
- High cost structure
- Organizational silos

Market Weaknesses:

- Low market share in key segments
- Client concentration risk
- Limited industry diversity
- Weak brand perception
- Reputation challenges
- Talent retention issues

Creative and Strategic Weaknesses:

- Inconsistent creative quality
- Limited innovation
- Narrow service offerings
- Weak strategic capabilities
- Execution challenges
- Client satisfaction issues

Resource Weaknesses:

- Financial constraints
- Talent gaps
- Technology debt
- Data limitations
- Limited partnerships
- Infrastructure constraints

4. Opportunities Analysis

Identify and document external positive factors and potential for growth:

Market Opportunities:

- Growing market segments
- Emerging markets or geographies
- Underserved customer needs
- Market consolidation potential
- Category expansion
- New market entry possibilities

Trend Opportunities:

- Digital transformation
- Technology adoption
- Changing consumer behaviors
- New media channels
- Data and analytics capabilities
- Automation and AI

Competitive Opportunities:

- Competitor weaknesses to exploit
- Market gaps
- Differentiation possibilities
- Partnership opportunities
- Acquisition targets
- Talent acquisition from competitors

Strategic Opportunities:

- Service expansion
- Capability development
- Geographic expansion
- Vertical integration
- Strategic partnerships
- Innovation initiatives

Client Opportunities:

- Client portfolio expansion
- Cross-selling and upselling
- New client segments
- Deeper client relationships
- Long-term partnerships
- Client success stories

5. Threats Analysis

Identify and document external negative factors and potential risks:

Competitive Threats:

- Aggressive competitors
- New market entrants
- Disruptive business models
- Price competition
- Talent poaching
- Client defection risks

Market Threats:

- Market decline or saturation
- Changing client preferences
- Budget pressures
- Consolidation among clients
- Shift to in-house capabilities
- Commoditization of services

Technology Threats:

- Disruptive technologies
- Automation replacing services
- Technology obsolescence
- Cybersecurity risks
- Data privacy concerns
- Platform dependencies

Economic Threats:

- Economic downturn
- Budget cuts
- Currency fluctuations
- Inflation pressures
- Funding challenges
- Cost increases

Regulatory Threats:

- Regulatory changes
- Compliance requirements
- Data protection regulations
- Advertising restrictions
- Industry standards
- Legal risks

Reputation Threats:

- Negative publicity
- Client dissatisfaction
- Employee issues
- Social media backlash
- Ethical concerns
- Quality failures

6. Prioritization and Ranking**Prioritize Each Category:**

- Rank items by significance
- Assess impact magnitude
- Evaluate likelihood or certainty
- Consider time horizon
- Identify critical factors
- Highlight urgent items

Scoring Criteria:

- High/Medium/Low impact
- High/Medium/Low likelihood
- Short/Medium/Long term
- Critical/Important/Minor
- Quantifiable vs. qualitative

7. Cross-Analysis and Insights**SO Strategies** (Strengths-Opportunities):

- How to use strengths to capitalize on opportunities
- Growth strategies
- Competitive positioning
- Market expansion approaches

ST Strategies (Strengths-Threats):

- How to use strengths to mitigate threats
- Defensive strategies
- Risk mitigation
- Competitive responses

WO Strategies (Weaknesses-Opportunities):

- How to overcome weaknesses to pursue opportunities
- Capability development
- Partnership strategies
- Investment priorities

WT Strategies (Weaknesses-Threats):

- How to minimize weaknesses and avoid threats
- Risk management
- Contingency planning
- Strategic pivots

8. Strategic Implications

Key Insights:

- Most critical factors
- Strategic priorities
- Competitive positioning
- Risk assessment
- Opportunity assessment

Strategic Recommendations:

- Leverage strengths
- Address weaknesses
- Pursue opportunities
- Mitigate threats
- Priority actions

9. Supporting Evidence

Documentation:

- Data sources for each factor
- Supporting statistics
- Examples and case studies
- Competitive comparisons
- Market research findings

Validation:

- Cross-reference across sources
- Verify with multiple data points
- Assess confidence levels
- Note assumptions
- Identify uncertainties

10. Visualization and Presentation

SWOT Matrix:

- Four-quadrant visual
- Prioritized items in each quadrant
- Color coding by priority
- Clear, concise statements

Supporting Visuals:

- Competitive positioning maps
- Trend charts
- Market share comparisons
- Performance metrics
- Strategic framework diagrams

Quality Assurance

Completeness

- [] All four quadrants thoroughly analyzed
- [] Sufficient items in each category

- ☐ Both obvious and subtle factors identified
- ☐ Short-term and long-term factors included
- ☐ Supporting evidence provided

Accuracy

- ☐ Factors based on research data
- ☐ Claims supported by evidence
- ☐ Sources validated
- ☐ Assumptions clearly stated
- ☐ Confidence levels indicated

Strategic Value

- ☐ Factors strategically significant
- ☐ Insights actionable
- ☐ Priorities clearly identified
- ☐ Strategic implications articulated
- ☐ Recommendations specific

Presentation Quality

- ☐ Clear and concise statements
- ☐ Logical organization
- ☐ Effective visualization
- ☐ Professional formatting
- ☐ Easy to understand

Outputs

- Comprehensive SWOT analysis document
- SWOT matrix visualization
- Prioritized factors in each category
- Cross-analysis and strategic insights
- Strategic recommendations
- Supporting evidence and data
- Executive summary

Success Criteria

- Thorough analysis of all four quadrants
- Factors prioritized by significance
- Strategic insights generated
- Recommendations actionable
- Evidence-based and validated
- Professionally presented
- Suitable for strategic planning

Related

- @agent:insight-evaluation-agent
- @template:swot-analysis-tmpl
- @task:company-profile-creation
- @task:portfolio-research
- @checklist:strategic-evaluation-checklist

Best Practices

- Base analysis on comprehensive research
- Include both obvious and subtle factors
- Prioritize ruthlessly
- Focus on strategic significance
- Provide supporting evidence
- Consider multiple time horizons
- Think from multiple perspectives
- Validate across sources
- Make insights actionable
- Present clearly and concisely
- Update regularly as conditions change
- Use for strategic planning and decision-making