# SWOT Analysis

### Strengths

* Internal to organization
* Current services that are efficient and effective
* Surplus of resources or strong capabilities

### Weaknesses

* Internal to organization
* Current services that are not efficient and effective
* Industry benchmarks are higher than ours
* Lack of resources or weak capabilities

### Opportunities

* External to organization
* Markets that are not being exploited that show a promising future
* Negative risks that are decreasing
* Markets that have been or will be disrupted by technology that we can handle

### Threats

* External to organization
* Negative risks that are increasing
* Competition that is increasing
* Markets that have been disrupted without having a handle on them

# Walt Disney example

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| Strengths  * Brand reputation * Fox Family (2001), Pixar (2006), Marvel (2009), Lucasfilm (2012) acquisitions * Diversified businesses * Multi-platform integration – film, TV, theme parks, merchandise | Weaknesses  * Operating costs * Online presence * Focus on US market |
| Opportunities  * Rise of cheap web platforms * Movie production and viewership opportunities in China * Training courses * Cheaper production in India and China | Threats  * Loss of revenue due to piracy * Popularity of competitor companies * Changing animation trends * Changing viewership trends * Decline of cinemas * Lack of access to web * Antitrust |