



SWOT ANALYSIS

SISTEM INFORMASI

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What's SWOT ?

- A process that identifies an organization's strengths, weaknesses, opportunities and threats.
- A basic, analytical framework that assesses what an entity (usually a business, though it can be used for a place, industry or product) can and cannot do, for factors both internal (the strengths and weaknesses) as well as external (the potential opportunities and threats).
- Using environmental data to evaluate the position of a company.



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	Strengths	Weaknesses
	<ol style="list-style-type: none">1.2.3.4.	<ol style="list-style-type: none">1.2.3.4.
Opportunities <ol style="list-style-type: none">1.2.3.4.	Opportunity-Strength strategies <i>Use strengths to take advantage of opportunities</i> <ol style="list-style-type: none">1.2.	Opportunity-Weakness strategies <i>Overcome weaknesses by taking advantage of opportunities</i> <ol style="list-style-type: none">1.2.
Threats <ol style="list-style-type: none">1.2.3.4.	Threat-Strength strategies <i>Use strengths to avoid threats</i> <ol style="list-style-type: none">1.2.	Threat-Weakness Strategies <i>Minimize weaknesses and avoid threats</i> <ol style="list-style-type: none">1.2.



Strengths

- Characteristics of the business or project that give it an advantage over others.
- What does your company do better than other in a similar field ?
- What is its Unique Selling Proporsition ?
- What do people in your market see as its strengths ?

Weaknesses

- Characteristics of the business that place the business or project at a disadvantage relative to others.
- What factor lose your company sales ?
- What production or sales processes could it improve ?
- What do people in your market likely see as its weaknesses ?

Opportunities

- Elements in the environment that the business or project could exploit to its advantage.
- What interesting business trends are you aware of ?
- What useful opportunities could come from changes in technology or government policy ?

Threats

- Elements in the environment that could cause trouble for the business or project.
- What are your company doing ?
- Is changing technology threatening your position ?
- Do you have bad debt or cash-flow problems ?