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What is a SWOT Analysis?

- Framework used to evaluate
 a company's competitive
 position and to develop strategic
 planning.
- SWOT analysis assesses internal and external factors, as well as current and future potential.

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Strengths

characteristics of the organization that give it an advantage over others

Weaknesses

characteristics of the organization that place it at a disadvantage relative to others

Opportunities

elements in the environment that the organization could exploit to its advantage

Threats

elements in the environment that could cause trouble for the organization

Internal

External

	Helpful	Harmful
Internal	STRENGTHS What do we do best?	WEAKNESSES In what areas do we receive the most complaints?
External	OPPORTUNITIES What opportunities are available to you?	THREATS What trends, conditions, or competitors pose a threat to us?

COCA-COLA SWOT ANALYSIS

Example of a **SWOT**

• Coca-cola







MOST VALUABLE BRAND



BIGGEST MARKET SHARE IN BEVERAGE

MOST EXTENSIVE BEVERAGE DISTRIBUTION CHANNEL

HIGH BRAND EQUITY

EXISTING DEMAND IN THE WORLD

STRENGTHS

DEMAND FALL IN WINTERS



HIGH DEBT LEVELS DUE TO **ACQUISITIONS**

NEGATIVE PUBLICITY

MANY BRANDS WITH INSIGNIFICANT AMOUNT OF REVENUE

WEAKNESSES



Internal Origin

RISE IN DEMAND OF **BOTTLED WATER**

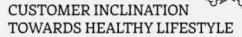


INCREASE IN DEMAND OF HEALTHY FOOD AND BEVERAGES

GROWTH THROUGH ACQUISITIONS

OPPORTUNITIES

WATER SCARCITY



COMPETITION FROM PEPSICO

SATURATED CARBONATED DRINKS MARKET

THREATS

Feedough.com

SWOT Analysis Prompts

- Your customers
- Your competitors
- Your market share
- Business growth
- Availability
- Price point
- Online following
- Customer retention
- Budget restrictions
- Suppliers
- Company culture
- Reputation

Strengths

- 1. What is our competitive advantage?
- 2. What resources do we have?
- 3. What products are performing well?

Threats

- 1. What new regulations threaten operations?
- 2. What do our competitors do well?
- 3. What consumer trends threaten business?

Weaknesses

- 1. Where can we improve?
- 2. What products are underperforming?
- 3. Where are we lacking resources?

Opportunities

- 1. What technology can we use to improve operations?
- 2. Can we expand our core operations?
- 3. What new market segments can we explore?

Exercise



Complete the SWOT worksheet individually



Brainstorm, with your group, the Strengths and Weaknesses of the Brown Family Farm



Brainstorm, with your group, the Opportunities and Threats of the Brown Family Farm



Highlight the top strengths, weaknesses, opportunities and threats among the team. Be prepared to defend your logic in class

Learning Objectives

- Understand how to use a SWOT in Strategic Planning.
- Definition: Framework used to evaluate a <u>company's competitive position</u> and <u>to develop</u> <u>strategic planning</u>.
- SWOT analysis assesses internal and external factors, as well as current and future potential. It helps you think through and incorporate a broader perspective in your planning.