Understanding Lectures

Pre-Sessional English

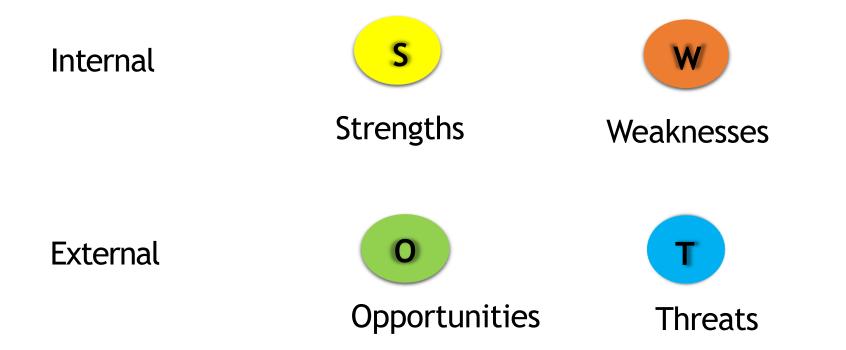# SWOT analysis

introduction

- SWOT stands for strengths, weaknesses, opportunities, and threats.

- It is a tool used to evaluate the internal and external factors affecting a company or organization.

- By identifying these factors, a SWOT analysis helps in developing strategies that
  - leverage strengths,
  - address weaknesses,
  - seize opportunities, and
  - mitigate threats.

    Understanding SWOT analysis can help you make informed decisions in your career or business.

SWOT Analysis

Internal

S — Strengths

W — Weaknesses

External

O — Opportunities

T — Threats

https://www.youtube.com/watch?v=JXXHqM6RzZQ

STRENGTHS

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WEAKNESSES

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OPPORTUNITIES

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SWOT
Analysis

THREATS

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Factors

Internal factors
- Personal data — educations, skills, experiences, hobbies
- Physical resources — your location, building, equipment
- Financial — grants, funding, other sources of income
- Activities and processes — programs you run, systems you employ
- Past experiences — building blocks for learning and success, your reputation in the community

External factors
- Future trends in your field or the culture
- The economy — local, national, or international
- Funding sources — foundations, donors, legislatures
- Demographics — changes in the age, race, gender, culture of those you serve or in your area
- The physical environment —is your building in a growing part of town? Is the bus company cutting routes?
- Legislation — do new federal requirements make your job harder...or easier?
- Local, national, or international events

SWOT analysis examples

Red Bull SWOT Analysis

Strength
- Powerful branding
- Marketing strategies
- Global Presence
- Efficient Supply Chain

Weakness
- Unhealthy
- Limited Variety
- Costly
- Patent Issue

Opportunity
- Find Healthy Alternatives
- Increase Variety
- Automation for cost-cutting
- Association with sports

Threat
- High Competition
- Global Economy
- Health Policy of countries
- Global Pandemic

Source: https://www.edrawmax.com/article/red-bull-swot-analysis.html

STRENGTHS
1. Universal Franchise 2. Financial Position 3. Large Market Share 4. Innovative Technology

WEAKNESSES
1. Legal Action 2. Health Problem 3. Imbalanced Meals 4. Dissatisfied Franchisees 5. High Employee Turnover

OPPORTUNITIES
1. Digital Marketing
2. Focus on Asian markets

THREATS
1. The Impact of The Pandemic
2. More Reliance on Franchises

Source: https://swothub.com/mcdonalds-swot-analysis/

SWOT ANALYSIS OF ♪ TikTok

S — Strength

- The most important strength of TikTok that distinguishes it from any other social media, it's the algorithm. Different from Facebook, for example, which studies the user's preferences, family, and friends, TikTok doesn't care about it — it cares about the time you spend using the app. While Facebook chooses videos based in your likes, TikTok's algorithm chooses millions and millions of videos and filters them if you scroll to the next one too quickly — like a sign you don't like this kind of content;

- Another strength is the market share because TikTok is available in more than 150 countries, and it's for free, another plus.

W — Weakness

- TikTok, like many social media sites, has problems with inappropriate content. Some audios, profiles, songs escape from the terms and conditions filter, which ends up exposing children and teenagers to this;

- Another weakness is addiction. A good point to the platform, but a bad thing to users. Studies show that the youngster's users — children to teenagers — spend 80 minutes on the app.

O — Opportunities

- TikTok is absolutely a great place for marketing and promotion. With millions of active users every day, many brands, companies, and digital influencers publish their products every day. Some use the tools — like the hashtag, to engage users to use their products;

- It's also a place to connect with worldwide people, sharing daily life, tips, thoughts, studies, accomplishments.

T — Threats

- Foreign boycotts are the most commented threat about TikTok. Donald Trump tried to forbid the use of TikTok in the United States. Indian and Pakistan blocked the use of some Chinese apps because of immoral and vulgarity;

- Also, the data collection is a point of concern. TikTok updated its privacy this year to collect 'faceprints and voiceprints'.

SWOT analysis of Samsung

STRENGTHS
- Powerful Brand Image
- Innovation
- Financial Position
- Diversity In Product & Services

SWOT ANALYSIS

WEAKNESSES
- Overdependence On Smartphone Market
- High Marketing Costs
- Fallible Supply Chain

OPPORTUNITIES
- Exploiting Emerging Markets
- Expanding Product Lines
- Creating Blue Oceans

THREATS
- High Competition
- Market Trends
- Prototype Releases

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SWOT analysis of Huawei

Strengths
- Technological innovation advantage.
- Complete product chain and ecological layout.
- Good organizational culture and brand image.
- Professional service system.

Opportunities
- National subsidy policy for high-tech enterprise.
- The expansion of market and consumer demand for communication technology and intelligent terminal products.
- Expansion of international market share.

Weaknesses
- Complicated procedures and the danger of collective decision making errors.
- The overall price of mobile phones is relatively high.
- Lack of unique marketing means.

Threats
- Threats from existing competitors.
- The rise of domestic mobile phone brands.
- Changes in consumer demand.
- The impact of the US-China trade war.

SWOT analysis startups

STRENGTHS

INNOVATION
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FLEXABILITY
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TALENT
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WEAKNESSES

NO CUSTOMERS
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FINANCES
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BRAND
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SWOT
Analysis

OPPORTUNITIES

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NEW TRENDS
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NEW MARKETS
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THREATS

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RISING COSTS
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RECESSION
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LEGAL
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Thank you!

any questions?