

TASK 8: DEVELOP SWOT ANALYSIS

Departments Involved

CEO & HUMAN RESOURCE

Objective

Student will be able to:

- Analyze the strengths and weaknesses of their organization and analyse the opportunities and threats relevant to their organization.

Introduction

SWOT is the abbreviation of Strengths, Weaknesses, Opportunities and Threats. As how it is called, SWOT Analysis is a strategic planning technique useful to evaluate the Strengths and Weaknesses, Opportunities and Threats in a project, either for ongoing project or for planning of new project.

Preparation of Tools and Materials

- Laptop/ Computer for each Department
- Internet Connection

Activities

No	Activities	Duration
1	<p>CEO and HR Department will discuss the components of SWOT Analysis as follow:</p> <ul style="list-style-type: none"> ▪ Strength or abbreviated with “S”, is an organizational or a project characteristic which provides advantages compared to the other. ▪ Weakness or abbreviated with “W”, is a characteristic related to the weakness that adheres to an organizational or a project when compared to the others. ▪ Opportunities or abbreviated as “O”, is an Opportunity which can be utilized by an organization or a project during its development in the future. ▪ Threats or abbreviated as “T”, is a Threat which will be faced by an organization or a project and may hinder its performance. <p>From those fundamental components, Strengths and Weaknesses are the Internal Factors from the organization/ project itself, while the Opportunities and Threats constitute the external factor affecting the development of the organization or project.</p>	10'
2	<p>Make your company a Swot Analysis in form of SWOT Matrix by referring to these following questions as the guideline:</p> <p>Strength</p> <ul style="list-style-type: none"> ▪ What advantages does the Company own? ▪ What makes the organization is better than the other companies? ▪ What unique/ specialty does the company have? ▪ What factor can cause us to get sales? ▪ What does the consumer see or perceive as our advantages? <p>Weakness</p> <ul style="list-style-type: none"> ▪ What can be improved in the company? ▪ What aspect must be avoided by the company? ▪ What kind of factor can cause the sales loss? 	50'

	<ul style="list-style-type: none"> ▪ What does our consumer see or perceive as the weaknesses of our organization? ▪ What will our competitor do to beat our company? <p>Opportunities</p> <ul style="list-style-type: none"> • What kind of opportunity can we see? ▪ The development of what trend is going along with our company? <p>Threats</p> <ul style="list-style-type: none"> ▪ What obstacle is we facing of? ▪ What does the competing company do? ▪ What technology development can cause a threat to the company’s growth? ▪ Is there any change/ amendment from the governmental regulation threatening the company’s growth? <p>See some of the example of SWOT Analysis from the companies that you know</p>	
3	Re- discuss the result of SWOT Analysis that you have arranged before it is presented before all company’s employees.	10’
4	CEO, then, will ask the other employees to present their results of SWOT Analysis. Give the other company’s opportunity to propose questions and suggestions/ inputs. The modification may be made in accordance with the agreed input/ suggestion	10’

Output

- SWOT Analysis of the Company

References

Fine, Lawrence G. 2010. The SWOT Analysis: Using your Strength to overcome Weaknesses, Using Opportunities to overcome Threats. Kick It, LLC.

Kotler, Philip. 1999. Kotler on Marketing. The Free Press.