

TASK DETAILS	
Title	SWOT ANALYSIS
Type	TEAM
Activity Stage	BUSINESS PLAN
Department	CEO & HR
Duration	1x SESSION, 1 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
•	Company SWOT Analysis

INTRODUCTION

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is a vital tool in business used to understand the strategic position of an organization or project. By evaluating internal strengths and weaknesses, along with external opportunities and threats, companies can make more focused and strategic decisions.

No	ACTIVITY
1	<p>Understanding SWOT Components</p> <p>The facilitator, along with the CEO and HR, holds a discussion to explore the four main components of SWOT:</p> <ul style="list-style-type: none"> • Strengths: Internal characteristics that give the company a competitive advantage. • Weaknesses: Internal aspects that limit or hinder goal achievement. • Opportunities: External factors that can be leveraged for growth or innovation. • Threats: External factors that could impede performance or development. <p>As a stimulus, the facilitator can introduce real examples from companies practicing sustainability, such as Sukkhacitta. Example SWOT analysis from Sukkhacitta:</p> <p>Strengths:</p> <ul style="list-style-type: none"> • Strong commitment to sustainability (SDGs) and empowering rural women • Authentic products with transparent processes and compelling stories <p>Weaknesses:</p> <ul style="list-style-type: none"> • Limited production capacity due to handmade processes • Premium pricing not yet affordable for broader market segments <p>Opportunities:</p> <ul style="list-style-type: none"> • Rising global awareness of sustainable fashion • Potential collaborations with designers or international institutions <p>Threats:</p> <ul style="list-style-type: none"> • Cheaper, faster competitors in fast fashion • Supply instability of natural materials from local farmers

2	<p>Conducting the Company's SWOT Analysis</p> <p>All company members start compiling a SWOT matrix based on the discussion. Use the following guiding questions to help gather information:</p> <p>Strengths:</p> <ul style="list-style-type: none"> • What are our product's or team's key strengths? • What unique value do we offer customers? • Why do customers choose our products? <p>Weaknesses:</p> <ul style="list-style-type: none"> • What do we still need to improve? • What internal factors limit our growth? • What are competitors doing better than us? <p>Opportunities:</p> <ul style="list-style-type: none"> • What market trends can we leverage? • Are there new technologies supporting our business model? • What collaboration or expansion opportunities exist? <p>Threats:</p> <ul style="list-style-type: none"> • Who are our main competitors and what are their strategies? • Are there regulatory or technological changes that could disrupt us? • What external risks should we anticipate?
3	<p>Developing SWOT-based Strategies</p> <p>After completing the four SWOT elements, teams develop follow-up strategies to leverage strengths and opportunities while addressing weaknesses and threats. Example strategies from Sukkhacitta:</p> <ul style="list-style-type: none"> • S + O (Strength + Opportunity): Sukkhacitta excels at storytelling and sustainability. Given the global trend toward sustainable fashion, their strategy is to optimize digital campaigns highlighting the stories of rural artisans to expand international markets. • W + O (Weakness + Opportunity): Handmade production limits capacity, but rising collaboration trends present an opportunity. The strategy is to partner with other small-scale rural producers to increase capacity while preserving local values. • S + T (Strength + Threat): Fast fashion is a major threat, but Sukkhacitta's strength is market education. The strategy is to enhance consumer education through social media and offline workshops on the impact of fast fashion. • W + T (Weakness + Threat): Premium pricing combined with cheaper competitors could hinder growth. The strategy is to create a more affordable ethical product line, like small accessories made from leftover materials.
4	<p>Presentation and Feedback Session</p> <p>Once strategies are developed, the CEO schedules a presentation session where employees present their SWOT analysis results. Provide time for questions and feedback from other employees. Revisions can be made based on agreed-upon suggestions.</p>

REFERENCE

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
2. MindTools. (n.d.). *SWOT Analysis Guide*: [LINK](#)
3. Harvard Business Review. “*How to Conduct a SWOT Analysis the Right Way*”

TEMPLATE TUGAS

1. SWOT Analysis Template - [LINK](#)