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A SWOT analysis is one of the most important strategic tools available for a company, a division or a department. The acronym Swot consists of strengths, weaknesses, opportunities and threats. The meaning of the SWOT analysis is that it provides a good way for companies to examine both positive and negative attributes within a single analysis, determining the best way to compete on the market in general. SWOT analysis is a thorough aspect exactly how a company works. He examines the strengths of society, recognizes his weaknesses and identifies both the opportunities and threats in his market. These are all useful information that in most cases will help a company or department to succeed. In conducting a SWOT analysis, a company assesses its current position on the market and compares it with the opportunities and future risks that could affect it forward. Simple simplicity and perspective are two fundamental traits that combine to make a SWOT analysis so important in strategic planning. It can be a simple tool to use because the process includes the list of all elements in each category in a spreadsheet or table. Depending on who is performing the analysis, it is common to involve business leaders or division, regular employees and even customers. The extensive perspective derives from the fact that it identifies everything that makes the success of your company, but also your areas of vulnerability. What makes it really powerful SWOT is its utility in creating a course to take advantage of the first business opportunities. Without a strategic plan, companies can only derive without a destination without a strategic direction, or operate without development. In highly competitive industries, failing to seize the openings is almost catastrophic as an important error. If a new customer segment emerges due to the shifts in the preferences, for example, it is often a race to see which company it has the best that it is needed first. SWOT allows you to map this possible opportunities in advance, and start planning a quality solution and a marketing plan before opening hits. Although it is not always pleasant to scrutinize your weaknesses or shortcomings, the best companies know where they are in all critical areas related to the competition. Walmart is renowned for its low-cost leadership in retail discount, for example, but business leaders probably recognize the criticism of its limited customer services. With some weaknesses, you have opportunity to improve. With strategic limits linked to its low-priced strategy, the goal of Walmart is more than minimizing weakness, target customers who prefer low prices and promote that main benefit. Threats are another key SWOT element in risk protection. Companies that do not use a planning tool as SWOT can be captured by the guard when the threats emerge. On the contrary, the effective use of SWOT helps a business adapt or prepare for outstanding threats. Some companies await until a recession slows revenues, for example, while others recognize the potential for recession in advance, altering the strategies to promote the strategies and budgets of the coating. Other potential threats identified via SWOT include the displacement of customer preferences, technological changes and environmental concerns. The execution of a SWOT analysis helps companies to recognize both threats and opportunities they need to be aware of. There are many advantages of SWOT analysis in health care, for example, where recognition is the dangers and opportunities present can lead to more secure and more productive care of patients. Wearing an analysis Companies can compete better in their industries while passing benefits such as lower costs and quality service higher than their customers. Analyzing the strengths, weaknesses, opportunities and threats --- The SWOT - addressed to your library is an important part of strategic planning, which is fundamental for the continuous success of the libraries of all types, between whose academic, public and special. Like the North-Oriental Kansas Library system noted in a one Audit audit, conducting a SWOT library analysis "will help you focus the services and programs of your library on the sectors where you are strong and where the biggest opportunities lies". Evaluate the strengths of a library, areas in which it is already successful, includes looking at the skills of personnel and skills, programming, budgetary maintenance and community relations. Plan for the future of the library based on your strengths should include ways to maintain and improve existing success. Analyzing the weaknesses of a library also means evaluating internal operations. G, Edward Evans and Patricia Layzell Ward, authors of "Management Basics for information professionals," stress that weaknesses can be in the same areas as strengths. A careful analysis of the weaknesses of the library suggests which areas need to be improved. Weaknesses also identify areas that need attention to reduce the negative impact of their weaknesses. The factors outside the library itself should be evaluated to see what could be given followed by the library. Library opportunities may occur in "economic, political / legal, technological, or socio-cultural environments", says Anthony C. Danca in his analysis of SWOT. For example, awareness of a high economic status of the main patron saint of the library provides a population that risks participating in fundraising activities. Analyzing the library threats also means evaluating the factors outside the library that hinder its success. As opportunities, many threats derive from the economic and political context, says Danca. For example, economic crises threaten to reduce the budgets of libraries financed with public funds. The maintenance of current consciousness of threats allows the library administration to plan and act. This area requires frequent attention because the external environment often changes rapidly. Evans and Ward explain that, even if the performance of a SWOT library analysis requires significant time, the benefits are worthwhile. They also explain that promotes thought analyzes through the planning process based on the external library environment and the capacity of the internal library. The analysis process provides information on the current state of internal and external factors, many of which have a direct impact the continuous vitality of the library organization. One of the best ways to evaluate how your business is going or your project is to run a SWOT, which means you should analyze your strengths, weaknesses, opportunities and threats. A SWOT analysis is a quick tool that allows you to view how something is performing and what challenges could hinder your success. The sections of strength and weakness focus on internal influences, while opportunities and threats look to external factors. A SWOT analysis is a way to easily view strengths, weaknesses, opportunities and threats to see how something is doing and what it could prevent its success. While it is commonly used by companies, a SWOT analysis can also be used to evaluate specific projects, products, non-profit agencies, industries, places, governments, departments, personal growth, potential investments and more. Essentially, the model looks at what a business or another entity can or can do and what could help and hinder its success in the future during factoring in internal and external influences. The framework was created by Albert Humphrey, a scientist at the Stanford Research Institute, which examined the data of the Fortune 500 companies in order to perfect this method of business evaluation. Model is so popular now that it is used by entities around the world. You will often see it also translated into other languages. For example, in Spanish, SWOT is instead called Foda, which stands for Fortalezas, Oportunades, Debilidades y Abazas (strengths, opportunities, weaknesses and threats). Using a SWOT analysis, a company or another group can quickly see what is helping to achieve its goals and which obstacles are standing in the way of these successes. Successes. The company can therefore build a strategy to overcome those obstacles or at least minimize potential damage from them. A SWOT analysis consists of a large square square in four smaller square dials. The quadrants are therefore labeled as strengths, weaknesses, opportunities and threats. The strengths and weaknesses are concentrated on the internal factors, while the opportunities and threats focus on external influences. Relaxing these factors, you can view the SWOT to quickly ascertain where a company or a project stands at a given time. It is worth noting that not all points under a voice can be of equal importance, so only because a section is larger does not mean that it exceeds others. Strengths and weaknesses in a SWOT refer to internal attributes that can affect a certain result. The strengths should describe where the organization excels and what makes it better than its competition: for example a strong brand, a dedicated fan base or proprietary technology. Weaknesses should describe which internal factors are working against a positive outcome, preventing it from performing at peak level. Examples of weaknesses can include high turnover of employees, high debt levels or a lack of capital. When creating your strength list, consider the following questions. What are the advantages you offer customers? What do you do better than the competition and why should customers choose you on them? What are your unique points of sale? Try to be realistic and consider things from a consumer perspective rather than yours, as you are likely to be likely in your assessment of your product or your company, and the SWOT works better when it is executed by an objective perspective. When considering your weaknesses, you may want to ask people outside your company for suggestions to make sure you don't miss anything, especially because some of the questions that need to be resolved could be difficult. Make sure you consider the following when you create your SWOT. What could your organization improve? What should your organization avoid? What do you see customers like your weaknesses? What makes you lose customers or market share? These two factors are based on external influences. The opportunities refer to external factors that can help give an organization a competitive advantage or something to capitalize: for example, market trends, the support of celebrities or economic work costs. Threats are things that can endanger the success of an entertainment. Common threats include things like increasing material costs, increasing competition or a small supply of labor. When considering opportunities and threats, make sure you examine factors such as technological developments, changes in government policies, market changes and new suppliers. Make sure you ask you: What trends will have an impact on business? What is the organization's financial situation? Could new technologies help or hurt the project? First of all, strive to be goals and look at things from the consumer's perspective. If you know your ingredients come from the best possible farms in the area, but your competitors tend to fight from the first farms, they take that the typical customer will not notice the difference. If necessary, ask a customer or friend for their thoughts so as not positioned higher than you should in your SWOT and make it ineffective. Before starting your SWOT, consider what you're measuring exactly. Don't focus on the whole company if you are really interested in how a product is being done. You may want to get one Of the general success of a company, or you could try to look at a specific goal, like the probability of an expansion. You can be as specific or general as you want when you run a SWOT, but make sure you know your focus before you start, or you may have strengths with a single product and weaknesses that focus on a specific position of the system. In some cases, you may want to focus your smaller swots Products or projects that can then be combined to create a larger society or a Swit department. While there are many models available for a SWOT analysis, the easiest way to get started is simply to divide a graph in four sections labeling strengths, weaknesses, opportunities and threats. A model could be advantageous to helping the discussion, though. Some people try to focus on an area when filling a SWOT, as only the strengths, but when you start a brainstorming, it can be easier to start putting rumors in the right sections as you think of them. Once you started slowing down with your ideas, you can focus on adding each section individually. If you have stuck, you can watch online for the brainstorming of SWOT questions that will help to move things, like "what does your company better than others?" Or "What areas do you need to improve?" Because you will have a brainstorming while initially add the items, make sure you go through points before you finish the analysis to clarify the vague points, eliminate duplicate and make sure that everything is in the right section (the internal factors are often added to the sections External and vice versa). You may notice that external factors exceed internal factors, since internal problems are easier to see because you work with them directly on a regular basis. If this is the case, it can be useful to return to the matrix, focusing exclusively on external factors. A SWOT analysis of Coca-Cola Company in 2015 has had strengths including the awareness of the company's brand and the great distribution network, weaknesses as a lack of healthy drinks options, opportunities, including new markets and emerging threats like Fluctuations in foreign currency and increased consumer desire for consumer health. To tackle these concerns, the company has grown its marketing, advertising and promotional activity in other countries and has expanded its selection of healthy drinks perceived. Within a year, his stocks rose from \$ 39 per share for \$ 46. \$ 46.

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