

Q7) Explain the concept and importance of SWOT analysis.

Ans: 1. Concept of SWOT analysis,

SWOT analysis is a strategic management tool that assists an enterprise in discerning their internal strengths, and weaknesses, and external opportunities, and threats, to determine its competitive position in the market.

2. Importance of SWOT analysis,

⇒ Logical framework of analysis,  
SWOT analysis equips the management with an insightful framework for eliminating issues.

⇒ Presents a comparative report,  
The analysis facilitates in presenting systematic information about the internal and external environment.

⇒ Strategy Identification,  
Every organization has its strengths, weaknesses, opportunities and threats so the SWOT analysis as guide to the strategist to exact position.

organization, from the management processes and decisions to the activities performed in all its functional units. The primary focus of this discipline is the conduct of the strategic management process, which pretty much covers all the activities and functions performed to enable the organization to cope well with