

Page no. 7

Q.1 Explain the concept and importance of SWOT

SWOT analysis

One of the most widely weaknesses, opportunities, threats analysis. Most companies use, in one form or another, SWOT analysis as a basic guide for strategic planning. The worth of a SWOT analysis is often dependent on the objective insight of those management individuals who conduct the SWOT analysis. If management is able to provide objective relevant information for the analysis, the results are extremely useful for the company. A SWOT analysis involves a company's assessment of its internal position by

External origin  
Internal origin

- 1.
- 2.
- 3.
- 4.

Identifying the company's strengths and weaknesses. In addition, the company must determine its external position by defining its opportunities and threats.

[ Helpful ] [ Helpful ]  
for achieving the objective for achieving the objective

[ Strengths ] [ Weaknesses ]

[ Opportunities ] [ Threats ]

Fig. SWOT analysis.



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- 2. Cell 2 <
- 3. Cell 3 <
- 4. Cell 4 <

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