

SAMPLE SWOC analysis

STRENGTHS

Strengths: Any internal asset (know-how, motivation, technology, finance, business links), which will help to meet demands and to fight off threats.

KEY questions

- What are we good at?
- How are we doing competitively?
- What are our resources?

TYPICAL examples

- Well-trained man-power
- Well established knowledge base
- Good contact to target group
- Technology, etc.

WEAKNESSES

Weaknesses: internal deficits hindering the organization in meeting demands.

KEY questions

- What are we doing badly?
- What annoys our customers the most?

TYPICAL examples

- Lack of motivation
- Lack of transport facilities
- Problems in distribution of services or products
- Low reputation
- (the lack of a particular strength)

OPPORTUNITIES

Opportunities: Any external circumstance or trend that favors the demand for an organization's specific competence.

KEY questions

- What changes of demand do you expect to see over the next years?

TYPICAL examples

- Increasing purchasing power
- Development of new markets for high quality products
- New technologies that favor our product

CHALLENGES

Challenges: Any external circumstance or trend which will decrease the demand for the organization's competence.

KEY questions

- What do other people do that we don't do?
- What future changes will affect our organization?

TYPICAL examples

- Establishment of strong competitors
- Lack of cash at household level
- Governmental regulations that limit free distribution of our product.

Adapted from [The Change Management Toolbook](http://www.change-management-toolbook.com) <http://www.change-management-toolbook.com>