



Women in Europe

New Yields of Employment in Rural Areas

SWOT - Analysis



Centro Studi Villa Montesca

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SWOT analysis

Without first reading this lesson letter, start to discuss with your group what (according to you) the term “SWOT-analysis” means.

Aim: Name the characteristics that you think are needed to be a good entrepreneur

Now read the lesson letter and try (as with any other lesson letter) to answer the second standard question: what do you want to learn about this subject?

The term “SWOT analysis” consists of the first letters of these words: Strengths, Weaknesses, Opportunities and Threats. You can use this idea to analyse many different things> let's have a look at some (fictitious) examples:

Example 1: Football Club Barcelona

S (Strengths): Strengths of Barcelona are: their huge stadium and infrastructure (easy to reach by car and public transport), good playing ground (high quality grass) and a long, rich tradition. Attractive to sponsors.

W (Weaknesses): high and non sustainable budget, huge debts, many expensive players.

O (Opportunities): every year a candidate for national and international top prizes, good running, world wide popular merchandise, education centre for young players.

T (Threats): Real Madrid and other national top teams, international top teams (Bayern, Milan) in Champions League, necessary restructuring of budget and debts, good players leaving.

You can also make a SWOT for companies: it will look different for any other company. Also, the same element can be a strong point for one company and a weakness for another. Look at this example:

SWOT analysis company:

S: strong points can be: assortment, location, parking places, prices, quality ...

W: weak points can be: public image, service, low financial reserves ...

O: opportunities can be: rise of sales and profit, development of new products, new packaging, advertising ...

T: Threats can be: competition, loss of market share, outdated products, old production techniques and machinery, changing demand at customer side ...

For a company it is good to know what its strengths are: these are the elements you can build on for the future. For instance: when you have a product of good quality, which justifies a high price, but then you change the product, reducing the quality while keeping the price at the same level, then customers may become dissatisfied, causing them to look elsewhere for the same product with a better price-quality balance.

Not only is it good to know your strong points, it is also most helpful to be aware of your weaknesses in order to make improvements and thus become more attractive to (new) customers. Of course you need to ask yourself if all your wishes are realistic. If you would have a shop in a busy street and your weak point is that your shop is hard to reach by car, then it is probably not realistic to make a plan for building a parking space for 20 cars. You would need think about leaving it as it is, or to come up with something else that will improve the attractiveness of your shop.

In this way you can use a SWOT analysis of strong and weak points to seize opportunities and avoid threats.

As pointed out before, a SWOT analysis can be made of many different things. Try to set up a SWOT analysis concerning (your personal) entrepreneurship:

Give for each part of the analysis in the table below 5 points that apply to yourself. For instance: a strong point can be your motivation or drive and a weak point can be your impatience, an opportunity can be found in the fact that you speak several languages and a threat could be that computers and robots are taking over human work tasks at a high speed making people more and more redundant.

<p>STRENGTHS</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>	<p>WEAKNESSES</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>
<p>OPPORTUNITIES</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>	<p>THREATS</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>

The following list consists of different skills of persons. Choose 10 of them, which fit best your personality:

- | | | |
|-------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Command | <input type="checkbox"/> Order | <input type="checkbox"/> Accept |
| <input type="checkbox"/> Produce | <input type="checkbox"/> Copy | <input type="checkbox"/> Interview |
| <input type="checkbox"/> Install | <input type="checkbox"/> Gather | <input type="checkbox"/> Convince |
| <input type="checkbox"/> Visualize | <input type="checkbox"/> Guard | <input type="checkbox"/> Work |
| <input type="checkbox"/> Draw | <input type="checkbox"/> Speak | <input type="checkbox"/> Act |
| <input type="checkbox"/> Rise | <input type="checkbox"/> Classify | <input type="checkbox"/> Sort |
| <input type="checkbox"/> Scrutinize | <input type="checkbox"/> Save | <input type="checkbox"/> Analyse |
| <input type="checkbox"/> Talk | <input type="checkbox"/> Create | <input type="checkbox"/> Perceive |
| <input type="checkbox"/> Adapt | <input type="checkbox"/> Formulate | <input type="checkbox"/> Construct |
| <input type="checkbox"/> Paint | <input type="checkbox"/> Budget | <input type="checkbox"/> Implement |
| <input type="checkbox"/> Compel | <input type="checkbox"/> Present | <input type="checkbox"/> Visualise |
| <input type="checkbox"/> Feel | <input type="checkbox"/> Tell | <input type="checkbox"/> Phrase |
| <input type="checkbox"/> Play | <input type="checkbox"/> Dramatise | <input type="checkbox"/> Ride |
| <input type="checkbox"/> Interpret | <input type="checkbox"/> Make | <input type="checkbox"/> Command |
| <input type="checkbox"/> Anticipate | <input type="checkbox"/> Eliminate | <input type="checkbox"/> Listen |
| <input type="checkbox"/> Warn | <input type="checkbox"/> React | <input type="checkbox"/> Manipulate |
| <input type="checkbox"/> Initiate | <input type="checkbox"/> Prove | <input type="checkbox"/> Summarize |
| <input type="checkbox"/> Amuse | <input type="checkbox"/> Travel | <input type="checkbox"/> Teach |
| <input type="checkbox"/> Teach | <input type="checkbox"/> Predict | <input type="checkbox"/> Advise |

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|--------------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Inspect | <input type="checkbox"/> Plan | <input type="checkbox"/> Interrogate |
| <input type="checkbox"/> Review | <input type="checkbox"/> Judge | <input type="checkbox"/> Experiment |
| <input type="checkbox"/> Lead | <input type="checkbox"/> Classify | <input type="checkbox"/> Determine |
| <input type="checkbox"/> Care | <input type="checkbox"/> Prescribe | <input type="checkbox"/> Recommend |
| <input type="checkbox"/> Organise | <input type="checkbox"/> Theorise | <input type="checkbox"/> Replace |
| <input type="checkbox"/> Inspire | <input type="checkbox"/> Decide | <input type="checkbox"/> Coordinate |
| <input type="checkbox"/> Repair | <input type="checkbox"/> Publish | <input type="checkbox"/> Motivate |
| <input type="checkbox"/> Adapt | <input type="checkbox"/> Carry out | <input type="checkbox"/> Guide |
| <input type="checkbox"/> Research | <input type="checkbox"/> Improvise | <input type="checkbox"/> Represent |
| <input type="checkbox"/> Buy | <input type="checkbox"/> Read | <input type="checkbox"/> Mediate |
| <input type="checkbox"/> Categorise | <input type="checkbox"/> Unify | <input type="checkbox"/> Write |
| <input type="checkbox"/> Divide | <input type="checkbox"/> Train | <input type="checkbox"/> Evaluate |
| <input type="checkbox"/> Risk | <input type="checkbox"/> Serve | <input type="checkbox"/> Reconcile |
| <input type="checkbox"/> Register | <input type="checkbox"/> Restore | <input type="checkbox"/> Undertake |
| <input type="checkbox"/> Estimate | <input type="checkbox"/> Negotiate | <input type="checkbox"/> Inventorise |
| <input type="checkbox"/> Sing | <input type="checkbox"/> Supply | <input type="checkbox"/> Coach |
| <input type="checkbox"/> Communicate | <input type="checkbox"/> Realise | <input type="checkbox"/> Systematize |
| <input type="checkbox"/> Select | <input type="checkbox"/> Translate | <input type="checkbox"/> Obtain |
| <input type="checkbox"/> Refute | <input type="checkbox"/> Sell | <input type="checkbox"/> Integrate |
| <input type="checkbox"/> Instruct | <input type="checkbox"/> Archive | <input type="checkbox"/> Design |
| <input type="checkbox"/> Advise | <input type="checkbox"/> Argue | <input type="checkbox"/> Illustrate |

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|------------------------------------|--|------------------------------------|
| <input type="checkbox"/> Finance | <input type="checkbox"/> Program | <input type="checkbox"/> Innovate |
| <input type="checkbox"/> Protect | <input type="checkbox"/> Study | <input type="checkbox"/> Identify |
| <input type="checkbox"/> Help | <input type="checkbox"/> Arrange | <input type="checkbox"/> Signalise |
| <input type="checkbox"/> Fotograph | <input type="checkbox"/> Serve | <input type="checkbox"/> Direct |
| <input type="checkbox"/> Hand out | <input type="checkbox"/> Assess priority | <input type="checkbox"/> Meet |
| <input type="checkbox"/> Form | <input type="checkbox"/> Influence | <input type="checkbox"/> Determine |
| <input type="checkbox"/> Invent | <input type="checkbox"/> Explain | <input type="checkbox"/> Display |
| <input type="checkbox"/> Restore | <input type="checkbox"/> Decorate | <input type="checkbox"/> Discover |
| <input type="checkbox"/> Receive | <input type="checkbox"/> Weigh | <input type="checkbox"/> Maintain |
| <input type="checkbox"/> Cooperate | <input type="checkbox"/> Govern | <input type="checkbox"/> Calculate |

Let this table also be completed for you by a close family member (mother, father, brother or sister), a classmate and your mentor.

You received feedback from different people concerning your personan characteristics. What do these data tell you?