



## Business Direction Tutorial Resources: **SWOT**

<p><b>Internal origin attributes of the organisation</b></p>	<p><b>Strengths</b> <span style="float: right; font-size: 2em;">S</span></p> <ul style="list-style-type: none"> <li>- What do you do well?</li> <li>- Qualities that separate you from the competition.</li> <li>- What do others see as your strengths?</li> <li>- Internal resources / skills.</li> <li>- Tangible assets (IP, capital, technologies etc.)</li> </ul>	<p><b>Weaknesses</b> <span style="float: right; font-size: 2em;">W</span></p> <ul style="list-style-type: none"> <li>- What could / should you improve?</li> <li>- Things you lack.</li> <li>- What are others likely to see as your weaknesses?</li> <li>- Resource limitations.</li> <li>- Unclear USP.</li> </ul>
	<p><b>External origin attributes of the environment</b></p>	<p><b>Opportunities</b> <span style="float: right; font-size: 2em;">O</span></p> <ul style="list-style-type: none"> <li>- Under-served markets for specific products.</li> <li>- Few competitors in your area.</li> <li>- Emerging need for your products or services.</li> <li>- Changing regulatory / business environment.</li> <li>- Press / media coverage of your company.</li> </ul>
	<p>Opportunities for collaboration</p>	<p>Harmful to achieving the objective</p>