



Marketing Research – SWOT Analysis

What is a “SWOT Analysis?”

- a **SWOT** analysis is a tool _____.
- It is one of the first stages in the marketing plan process and helps marketers focus on key issues to:

- a **SWOT** analysis can be used for a variety of purposes....be it company based or product based....it simply depends on what it is _____
- Ie:
 - How does our company compare with the competition ?
– (_____)
 - How does our product compare with the competition ?
– (_____)

SWOT stands for:

S _____
W _____
O _____
T _____

Strengths and weaknesses are _____ factors.

Opportunities and threats are _____ factors



STRENGTHS:

- What is the business good at ?
- What is it you do better than your competition?

Examples:

WEAKNESSES:

- What is the business doing wrong?
- What does your competition do better than you?
- What should you avoid?

Examples:

OPPORTUNITIES:

Areas where the company could take advantage of to improve their situation (trends, technology, etc.)

Examples:

THREATS:

- Anything that could feasibly harm your business
- Situations that could lead to lost business

Examples:

- By performing a SWOT Analysis, a company can see where _____
- A SWOT analysis may provide ideas for:
 - “ _____ ”
 - » see and validate a “gap” and create a product / service to fill it)
 - “ _____ ”
 - » it may force you to reconsider or completely stop an idea from continuing (competition is too fierce, product idea isn’t “different” enough, etc.)

AN ANALOGY FOR A SWOT ANALYSIS

A great “analogy” for a SWOT analysis is that of the great “ _____ ” scenario.....



- You have several options:

1. You can just dive in



(therefore don’t do your _____.....)

2. You can put your toe into the water to gather information and make a decision.....

(therefore you _____)



Ie –

- it is warm so you jump in
 - It is cold so you decide to stay out and wait for the environment or water to heat up....and then reassess
 - It is too cold so you decide to stay out and cut your losses
- As a result, performing a SWOT analysis is simply making _____.....

- So, now that we know what a SWOT analysis is, let's do one for a company.....



Strengths:

- a powerful retail brand - it has a reputation for value for money, convenience and a wide range of products all in one store.
- Substantial growth in recent years (both within USA and internationally)
- _____ (purchasing, manufacturing, etc).

Weaknesses

- Wal-Mart is the world's largest grocery retailer and _____ of its empire could leave it weak in some areas due to the huge span of control.
- Since Wal-Mart sell products across many sectors (such as clothing, food, or stationary), it may not have the _____ of some of its more focused competitors.
- The company is global, but has has a presence in relatively few countries Worldwide.

Opportunities

- The stores currently only trade in a relatively small number of countries. Therefore there are tremendous opportunities for future business in expanding consumer markets, such as _____
- New locations and store types offer Wal-Mart opportunities to exploit _____.

Threats

- Being number one means that you are the _____, locally and globally.
- Being a global retailer means that you are exposed to _____ in the countries that you operate in.
- Stigma of using "cheap labour" in overseas "sweat shops" has hurt _____

Now let's do one for a specific product.....

Nintendo Wii



Strengths:

- Nintendo _____ (well known worldwide)
- Wireless Wii Remote – can detect 3 D motion (only one of its kind)...differentiates from competition (joystick / gamepads)
- _____ than competition....\$250 vs \$399 (Xbox) and \$500 (PlayStation 3)

Weaknesses:

- Slower processor vs competition
- No hard drive
- No DVD drive
- _____ vs competition

Opportunities:

- Created new “_____” market / new video game experience....create new games and experience that can't be matched
- Less processing / No DVD capability = less costs = ability to sell for less than competition

Threats:

- Competition _____ “new” idea
- Competition creates new technology that improves upon Wii “experience”

- As a result, Nintendo's SWOT analysis showed that their product was different and that there was evidence that the product _____
- Although further research must be conducted as the product moves through the rest of the marketing mix, the SWOT analysis _____ Nintendo's competitive position both as a company and for this specific product

Conclusion:

- All businesses can profit from performing a SWOT analysis
- A SWOT analysis is _____....the business environment is continually changing
- By understanding your situation, you can proactively make business decisions for both _____