

New QC Tools

SWOT Analysis

Acme

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Applet Introduction

Applet Details				
Applet Title	SWOT			
Description	SWOT Analysis			
Objective	To draw a Strength, Weakness, Opportunities and Threats table and graph.			
Abstract	The SWOT Analysis allows the user to identify S-W and O-T in a more objective way.			
Team Leader				
Commencement Date	19-Jun-2007			
Expected Completion Date				
Completion Date				
Status	Not Completed			
Team Name	SWOT			
Team Members	<table border="1"><tr><td>1</td><td>IR00114</td><td>Shirlene Thomas</td></tr></table>	1	IR00114	Shirlene Thomas
1	IR00114	Shirlene Thomas		

Setup

-	1	Setup Strength / Weakness	Class (X Axis)
	1	Very Low	-5
	2	Low	-3
	3	Slightly Low	-1
	4	Neutral	0
	5	Slightly High	1
	6	High	3
	7	Very High	5
-	2	Setup Opportunities / Threats	Relevance (Y Axis)
	1	Very Low	-5
	2	Low	-3
	3	Slightly Low	-1
	4	Neutral	0
	5	Slightly High	1
	6	High	3
	7	Very High	5
-	3	Impact	Impact (Z Axis)
	1	Low	1
	2	Mid Low	2
	3	Medium	3
	4	Medium High	4
	5	High	5

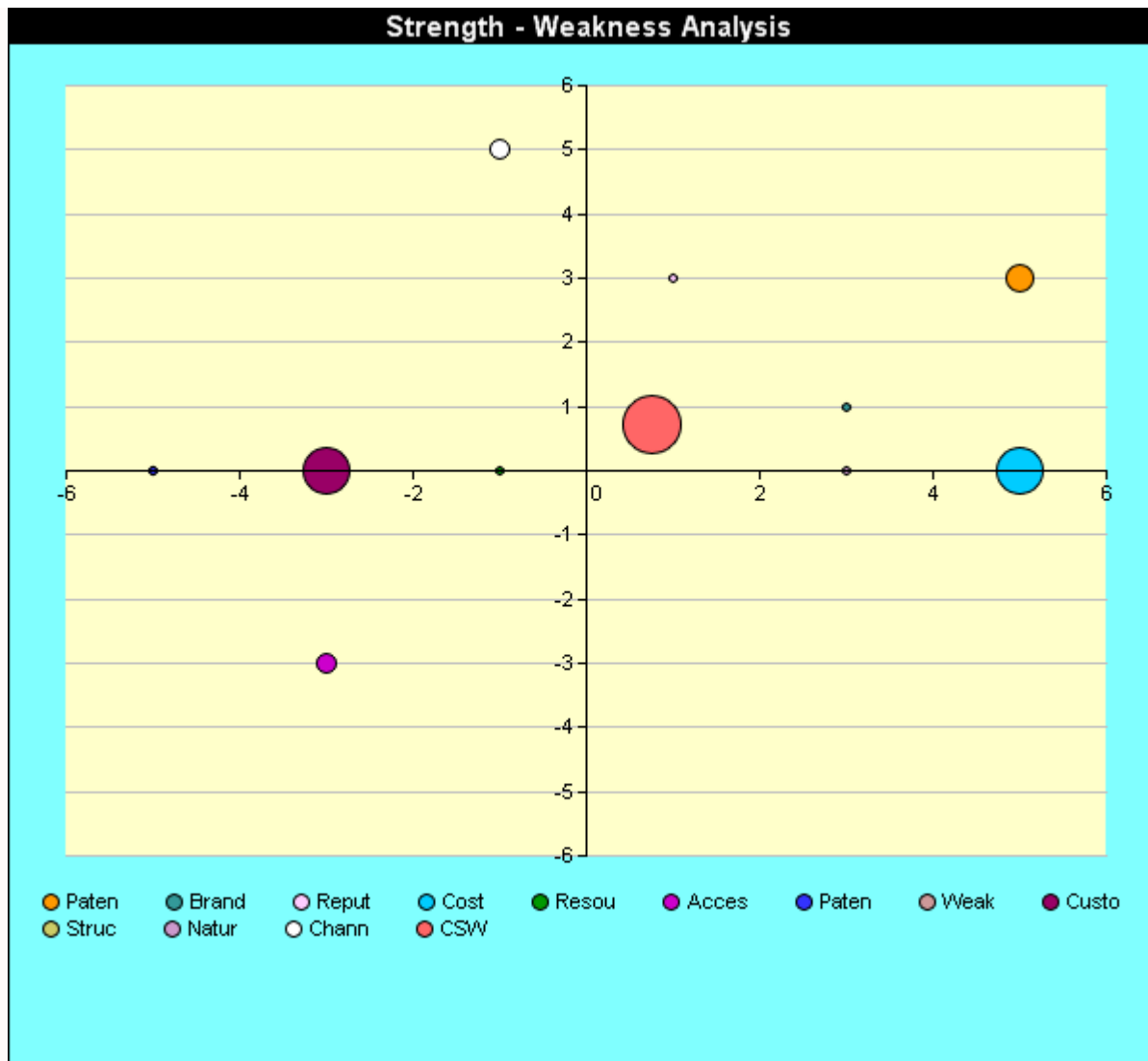
Contents

1	STRENGTH	WEAKNESS
1	Patent	Lack of Patent Protection
2	Good brand names	Weak brand name
3	Good reputation among customers	Poor reputation among customers
4	Cost advantage from proprietary know-how	High cost structure
5	Exclusive excess to high grade natural resources	Lack of access to the best natural resources
6	Favourable access to distribution networks	Lack of access to key distribution channels
2	OPPORTUNITY	THREAT
1	An unfulfilled customer need	Shifts in consumer tastes away from firms product
2	Arrival of new technologies	Emergence of substitute products
3	Loosening of regulations	New regulations
4	Removal of international barriers	Increased trade barriers

Strength - Weakness Analysis

Bubble Size : 5

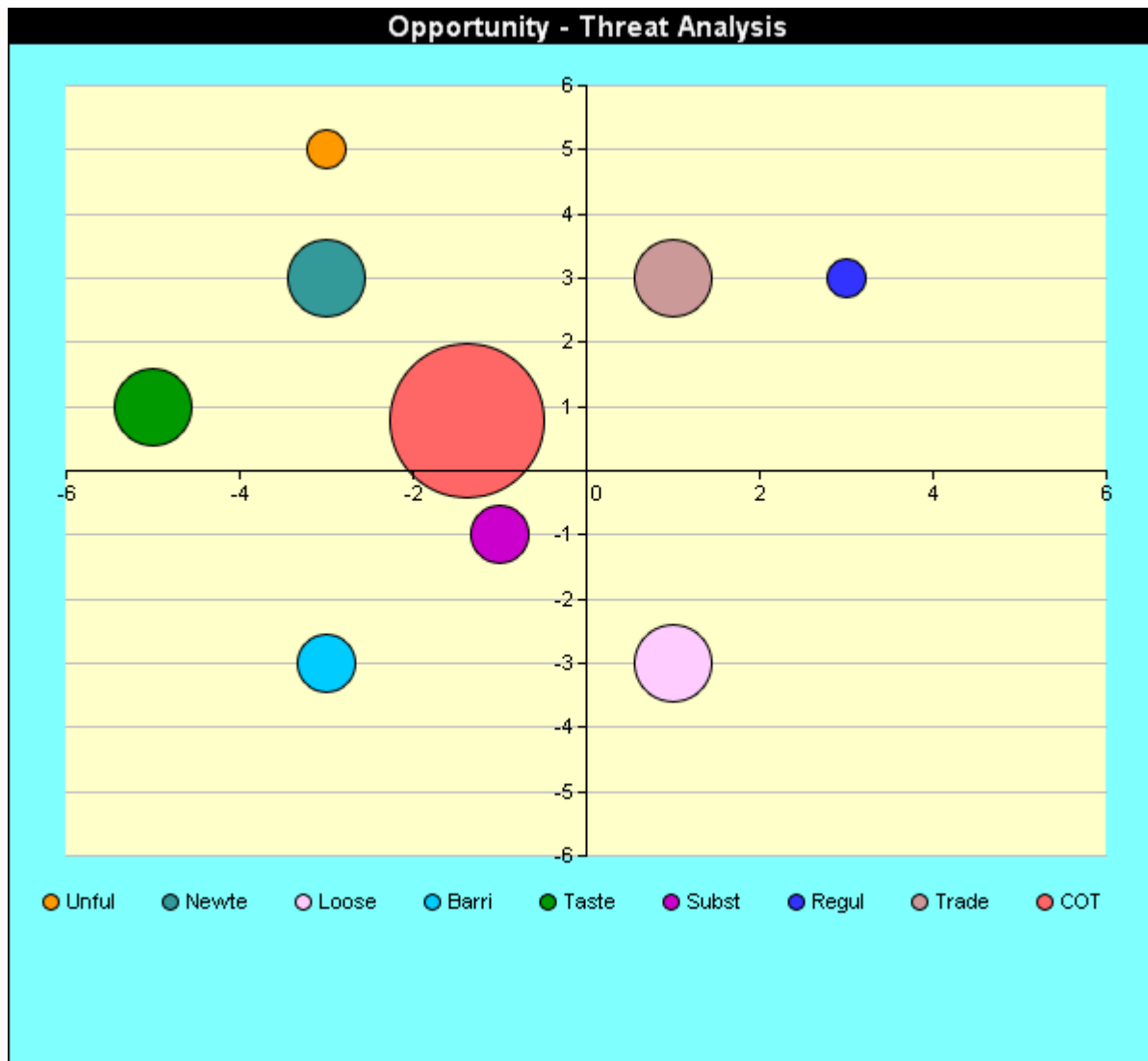
No.	Strength / Weakness	Short Description	Class	Relevance	Impact
1	Patent	Patent	5	3	3
2	Good brand names	Brand	3	1	1
3	Good reputation among customers	Reputation	1	3	1
4	Cost advantage from proprietary know-how	Cost	5	0	5
5	Exclusive excess to high grade natural resources	Resources	-1	0	1
6	Favourable access to distribution networks	Access	-3	-3	2
7	Lack of Patent Protection	Patent	-5	0	1
8	Weak brand name	Weak	5	0	1
9	Poor reputation among customers	Customers	-3	0	5
10	High cost structure	Structure	-5	0	1
11	Lack of access to the best natural resources	Natural	3	0	1
12	Lack of access to key distribution channels	Channels	-1	5	2
Centroid Strength / Weakness		CSW	0.75	0.708	6



Opportunity - Threat Analysis

Bubble Size : 10

No.	Opportunity / Threat	Short Description	Class	Relevance	Impact
1	An unfulfilled customer need	Unfulfilled	-3	5	2
2	Arrival of new technologies	Newtech	-3	3	4
3	Loosening of regulations	Loose	1	-3	4
4	Removal of international barriers	Barriers	-3	-3	3
5	Shifts in consumer tastes away from firms product	Tastes	-5	1	4
6	Emergence of substitute products	Substitute	-1	-1	3
7	New regulations	Regulations	3	3	2
8	Increased trade barriers	Trade	1	3	4
Centroid Opportunity / Threat		COT	-1.385	0.769	8



Summary

Comments

This is to test that is it working

Observations

Lesson Learnt

Summary

Next Action