

# Analysis of the current situation

Marketing Plan DIY  
danny abramovich

Chapter 1 out of 4  
SWOT Analysis

MarketingPlanNOW

[www.MarketingPlanNOW.com](http://www.MarketingPlanNOW.com)

## 1.6 SWOT Analysis

We have analyzed so far external and internal factors of the business:

External - From macro to micro analysis; business environments (PESTO), the markets, the **direct** competition & the targeted audiences

Internal - Unveiling the utility of the marketing-mix

The **SWOT** analysis is a scanning tool of the business covering external and internal factors.

MarketingPlanNOW



## 1.6 SWOT Analysis

### Objectives of the SWOT analysis

- To liaise between the external and the internal environments of the business as well as between its past, present and future.
- To serve more as an objective analysis tool compiling objective opinions of customers, employees, suppliers, partners & other stakeholders.
- To distinguish between factors that are dependent on us and those that are interdependent (PESTO).



## 1.6 SWOT Analysis

### Conducting the SWOT analysis

- Scanning the business Strengths & Weaknesses demonstrating past & present (often internal factors) by addressing mainly the customers  
(swin = Strengths, Weaknesses, INternal)



*As a regular client of ESR Ltd., what do you perceive to be our top five advantages (per order of importance) ?*

Questionnaire code cons/sw/winter/10



## 1.6 SWOT Analysis

### Conducting the SWOT analysis

- Scanning the business Opportunities & Threats demonstrating upcoming (often external factors) by addressing mainly the management (otex = Opportunities, Threats, EXternal)
- Distinguishing between opportunities that are dependent on us and those that are interdependent (PESTO), same goes for threats.



# 1.6 SWOT Analysis

## The **SWOT Matrix**

**Step 1:**  
**Collecting** data to be added to any of the *six* categories from as many relevant sources as possible

	<i>the positive column</i>	<i>the negative column</i>
	<b>S</b> trengths	<b>W</b> eaknesses
<i>past and present factors, often internal to the business, as perceived mainly by the customers</i>	+ + + 1 + +	- - - 4 - -
	<b>O</b> pportunities	<b>T</b> hreats
<i>upcoming factors that <b>depend</b> on us, often external, as perceived by management</i>	+ + 2 +	- - 5 -
<i>upcoming external factors that <b>do not depend</b> on us, as perceived by mgt.</i>	+ + 3 +	- - 6 -

# 1.6 SWOT Analysis

The **SWOT** Matrix

Step 2:  
**Re-arranging** the attributes per importance as they are perceived by the customers (**SW**) and by the management (**OT**)

	Strengths	Weaknesses
<i>past and present factors, as perceived mainly by the customers</i>	+	-
	+	-
	+	-
	+	-
	+	-
	Opportunities	Threats
<i>upcoming factors that depend on us, as perceived by management</i>	+	-
	+	-
	+	-
<i>upcoming factors that do not depend on us, as perceived by management</i>	+	-
	+	-
	+	-

# 1.6 SWOT Analysis

## The SWOT Matrix

**Step 3:**  
 Presenting the top 3 attributes per SWOT category. Declaring the top 3 Strengths as **USP's, unique selling propositions** (service)

*USP's represent attributes that are perceived as your competitive advantages in the eyes of your customers!*



Strengths	Weaknesses
+ USP1	-
+ USP2	-
+ USP3	-
+	-
Opportunities	Threats
+	-
+	-
+	-
+	-

## 1.6 SWOT Analysis

### The SWOT Matrix

#### Step 3:

Presenting the top 3 attributes per SWOT category. Declaring the top 3 Strengths as **USP's**, **unique selling propositions** (service)



# 1.6 SWOT Analysis

The SWOT Matrix

Step 4:  
 Searching for **ESP's**,  
**emotional selling**  
**p**roducts or  
**p**ropositions (service)  
 among the top  
 strengths.

*ESP's represent attributes that are perceived as those competitive advantages that are affective in the eyes of your customers!*

Strengths	
+ USP1	
+ USP2	
+ <b>ESP1</b>	←
+	
+	
+	



## 1.6 SWOT Analysis

### The SWOT Matrix

As **USP**'s & **ESP**'s are crucial outputs for the success of marketing planning towards the execution of an action plan, SWOT can be also written as **USP**WOT

#### Strengths

- + USP1
- + USP2
- + ESP1
- +
- +
- +



Next issue: 'Advanced SWOT' or as it's called **TOWS**

## 1.6 TOWS Analysis (not SWOT)

Following the SWOT analysis and the completion of its matrix, we can make use of an advanced SWOT entitled '**TOWS** analysis'.

The **TOWS** matrix invites the **interaction** of the present factors; **s**trengths & **w**eaknesses, with the upcoming ones: **o**pportunities & **t**hreats.

This 'trial and error method' can lead into upgraded findings of the scan.



# 1.6 TOWS Analysis (not SWOT)

The **TOWS** Matrix

		past & present factors (past year)	
		Strengths	Weaknesses
upcoming factors (next year)	Opportunities	SO	WO
	Threats	ST	WT



## 1.6 TOWS Analysis (not SWOT)

### The **TOWS** Matrix

		past & present factors (past year)	
		Strengths	Weaknesses
upcoming factors (next year)	Opportunities	<b>(SO)</b> “today’s strengths that may present an opportunity tomorrow”	<b>(WO)</b> “today’s weaknesses that may present an opportunity tomorrow”
	Threats	<b>(ST)</b> “today’s strengths that may present a threat tomorrow”	<b>(WT)</b> “today’s weaknesses that may present a threat tomorrow”

Selected outputs will be used in the next chapter:  
Marketing Objectives (2)



MarketingPlanNOW

[www.MarketingPlanNOW.com](http://www.MarketingPlanNOW.com)