



# The SWOT Analysis

By Anja Böhm

GRIN Verlag GmbH Sep 2009, 2009. Taschenbuch. Book Condition: Neu. 231x146x29 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,0, University of Applied Sciences Berlin, language: English, abstract: Marketing offers numerous valuable tools to analyze a company's current situation. Though, most of them have the weakness of providing only a very isolated view that is not suitable for a long-term entrepreneurial decision. The SWOT analysis, however, pursues an integrated approach including key company and environmental variables. The objective is the confrontation of the company's internal strengths and its weaknesses as well as company-external business opportunities and risks in order to generate possible strategic options. The SWOT analysis particularly supports a combined and integrated approach of the current company situation enabling well-balanced and comprehensive decisions. One main benefit is thus the reduction of complexity through the integrated approach, leaving the key factors and strategies as analytical residue. In practice, the SWOT method is a well-established tool to analyze business units in larger companies and smaller start-ups in particular during their launch. The SWOT analysis...



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