

# SWOT ANALYSIS

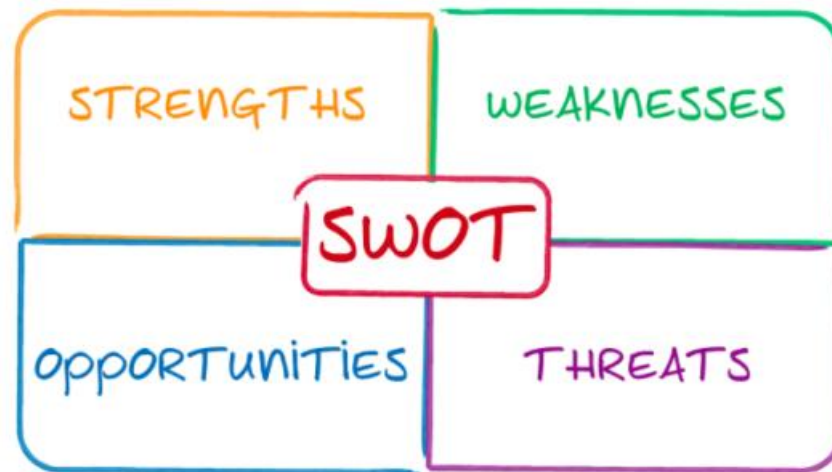




# SWOT Analysis 2.

- SWOT Analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you and the Threats you face.

# SWOT Analysis 1.





# Strengths

- What is your organization's Unique Selling Proposition (USP)?



# Unique Selling Proposition (UPS)

Finding Your "Competitive Edge,"

Analysis in four steps:



# Weaknesses

- What could you improve?



# Opportunities

- What good opportunities can you spot?



# Threats

- What\_obstacles do you face?





# Pest Analysis

- PEST Analysis is a simple and widely used tool that helps you analyze the Political, Economic, Socio-Cultural, and Technological changes in your business environment.



# Key Points

- SWOT Analysis is a simple but useful framework for analyzing your organization's strengths and weaknesses, and the opportunities and threats that you face. It helps you focus on your strengths, minimize threats, and take the greatest possible advantage of opportunities available to you.



**Interesting!!!**

**Personal SWOT Analysis 1.**





**THANK YOU**

**FOR**

**your**

**ATTENTION!**

**ANY QUESTIONS?**