



# SWOT

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How to use  
Template  
Example

# SWOT

The SWOT helps you to be more aware of your own company and recognize what is happening around your company. In the SWOT you describe your company's strengths and weaknesses, and you identify opportunities and threats affecting your company. With the use of your company's strengths you can exploit opportunities, and by understanding your company's weaknesses you can manage threats.

## Tips for use

You can do the SWOT by yourself, but it is often more effective if done by a group of people, for example with colleagues.

Use the SWOT template to make a large printout and use this to do a SWOT, for example in a brainstorm. Download the example for Coca Cola to learn about the practical application of the SWOT.

## How to use

By answering the questions below for strengths, weaknesses, opportunities and threats, you will be able to complete the SWOT:

### Strengths

Strengths are the things that give you an advantage over others.

- What can your business do better than anyone else?

- What advantages does your organization have?
- What does your customer like about your business?
- Which unique or low-cost resources are being used?

### Weaknesses

Weaknesses are the things that place you at a disadvantage relative to your competitors.

- What could you improve?
- What causes you to lose sales?
- What should you avoid?
- What could customers see as weaknesses?

### Opportunities

Opportunities are the elements in the environment that you can exploit to your advantage.

- What interesting trends are you aware of?
- What good opportunities can you spot?
- What would customers like to see different?
- Are there changes in technology, market or legislation you can benefit from?

## Threats

Threats are the elements in your environment that could harm your business.

- What obstacles or challenges do you face?
- What are your competitors doing?
- Is a change in technology or legislation threatening your position?

# SWOT

name \_\_\_\_\_

<i>internal</i>	<p><i>helpful</i> <b>strengths</b></p>	<p><i>harmful</i> <b>weaknesses</b></p>
<i>external</i>	<p><b>opportunities</b></p>	<p><b>threats</b></p>

date \_\_\_\_\_



# Example Coca-Cola

<b>industry</b>	Drinks
<b>products &amp; services</b>	Soft drinks
<b>size of business</b>	162,100 employees (2017)
<b>revenue</b>	\$35.4 billion
<b>location</b>	Atlanta

The best-known soft drink brand is probably Coca-Cola. In addition to the Coca-Cola drink, the Coca-Cola Company also owns many other soft drinks and fruit juices. The logo and bottles are world famous and a well-known icon.

## SWOT for Coca-Cola

SWOT offers a good way to get a better understanding about Coca-Cola. SWOT stands for strengths, weaknesses, opportunities and threats. It highlights the current situation of Coca-Cola and what will be relevant for Coca-Cola in the future. The example shows the strengths and weaknesses of the Coca-Cola Company. In addition, the opportunities and threats that may be on the horizon for Coca-Cola are listed.



# SWOT

name Coca-Cola

*helpful*

*harmful*

## strengths

## weaknesses

*internal*

- World's largest market share in beverage
- Strong marketing and advertising
- Most extensive beverage distribution channel
- Customer loyalty
- Bargaining power over suppliers
- Social responsibility

- Significant focused on carbonated drinks
- Undiversified product portfolio
- Negative publicity
- High debt level due to acquisitions
- Brand failures

*external*

- Bottled water consumption growth
- Increase in demand for healthy food and beverages
- Growing beverages consumption in growing markets
- Growth through acquisition

- Changes in customer preferences and tastes
- Water scarcity
- Strong competition from PepsiCo
- Market for carbonated drinks is saturated
- Strong dollar

## opportunities

## threats

date \_\_\_\_\_