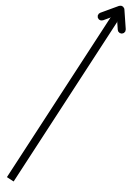




# MASTER | **SWOT** ANALYSIS

**STRENGTH**



**OPPORTUNITY**



**S** **W** **O** **T**

**WEAKNESS**



**THREAT**






# A HANDBOOK GUIDE ON **SWOT** ANALYSIS

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## BEING DIPLOMATIC

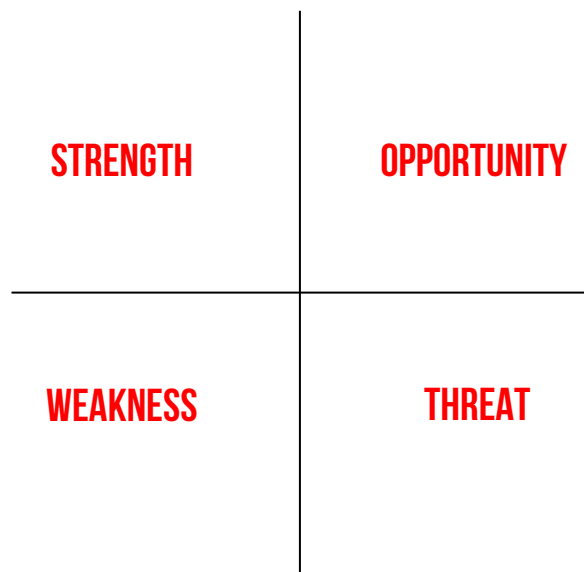
Welcome to "Mastering SWOT Analysis," your essential guide for strategic planning. This book explores SWOT analysis, a powerful tool for decision-making across various fields. Whether you're a professional or student, mastering SWOT can revolutionize your strategic thinking.



# SWOT BASICS

SWOT analysis is a strategic planning tool used to identify and evaluate Strengths, Weaknesses, Opportunities, and Threats.

The concept originated in the 1960s and has since become a fundamental aspect of strategic management.



## SWOT COMPONENTS

**Strengths:** Internal advantages that give an entity a competitive edge.

**Weaknesses:** Internal challenges that may hinder progress and need addressing.

**Opportunities:** External positive factors that can be leveraged for growth.

**Threats:** External challenges and risks that may impact the entity negatively.



# INTERNAL ANALYSIS

- Identify strengths through self-assessment and introspection.
- Recognize weaknesses by evaluating internal resources, processes, and capabilities.

| SWOT     | INTERNAL | EXTERNAL    |
|----------|----------|-------------|
| POSITIVE | STRENGTH | OPPORTUNITY |
| NEGATIVE | WEAKNESS | THREAT      |

# EXTERNAL ANALYSIS

- Identify opportunities through market analysis and understanding external trends.
- Identify threats through competition analysis and consider external challenges.



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This book is a short booklet on SWOT Analysis for business corporations as well as for individuals. We hope this will help you in the process.

References we used to create this book are the general sources of BEING DIPLOMATIC for the website research ie; [www.beingdiplomatic.com](http://www.beingdiplomatic.com).

**BEING DIPLOMATIC**

