

SYSNOVATE SOLUTIONS SDN BHD

SWOT ANALYSIS GUIDELINE

SWOT Analysis is a strategic business analysis tool. The tool is used in strategic planning of a business. The organization may use the SWOT analysis tool to identify the internal and external issues of the organization and projects. The issues identified can be negative and positive in nature. The risks and opportunities are determined from the SWOT analysis.

SWOT stands for:-

- **S**trength
- **O**pportunities
- **W**eaknesses
- **T**hreats

Strengths	The characteristics of your organization that will help you achieve your business or project's objectives.	The strengths and weaknesses sections refer to internal issues such as values, culture, ethics, knowledge, resources, performance, communication, competency, quality, safety, health, environment, etc
Weaknesses	The characteristics of your organization that will limit your business or project's ability to achieve its objectives.	
Opportunities	Elements in the external environment that could be taken advantage of to achieve the business or project's objectives.	The opportunities and threats sections refer to external issues such as legal, technology, resources, labour, competition, culture, social, market, finance, economy, quality, environment, safety, health, etc.
Threats	Elements in the external environment that could negatively impact the business or project's ability to achieve its objectives.	

SWOT Analysis Format

	Internal	External
Positive	Strengths	Opportunities
Negative	Weaknesses	Threats