

	+	-
Internal conditions In the internal analysis we look at the organization and see what it has been (and still is) good at, and what it has been struggling with and still is struggling with. <i>Tools:</i> Porter's value chain model (page 460) BCG Matrix (page 464)	Strengths What we know more about than others. Our core competencies. Our name in the industry. Location, accessibility, parking options. Good economy and benevolent banking. Good partners. Reliable suppliers. Competitive products. Top motivated employees. Skilled management. Vast knowledge of the market.	Weaknesses Lack of knowledge in important areas. Bad reputation. Poor location in the outskirts. Challenged economy and sceptical bank. Legal proceedings against partner. Suppliers, for example, we cannot trust. Obsolete products. Significant employee turnover. Breakthrough in management. Unknown in the market.
External conditions In the external analysis we look at the organization's situation now and in the future in relation to opportunities and threats in the world in which the organization exists. <i>Tools:</i> Porters Five Forces (page 468) PEST, PESTL, PESTLE analysis (page 471)	Opportunities The market for our products is growing. The crisis is almost over, so people are spending money again. The highways are being expanded. New technology can benefit us. Competitors have problems. Better export support options. Increasing purchasing power in China. Increased competition among our suppliers. Tighter environmental legislation will help us.	Threats Our customers have declining purchasing power. People are moving from our area. New technology can challenge our products. One of the competitors has received new capital. The crisis in southern Europe is hurting our market opportunities. Our suppliers have increased prices. New legislation incurs extra costs on us.

FIGURE 10.25
Examples of elements that can be included in the SWOT analysis.