

SWOT and PEST Analysis

You have learned about types of businesses and corporate structure through your infographic and you have just examined a startup company. Now you will learn how companies can be assessed., so they can take advantage of opportunities and protect themselves against threats. The two main ways to analyze a firm are:

SWOT Strengths, Weaknesses, Opportunities, Threats

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Things your company does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff • Tangible assets such as intellectual property, capital, proprietary technologies etc. 	<ul style="list-style-type: none"> • Things your company lacks • Things your competitors do better than you • Resource limitations • Unclear unique selling proposition 	<ul style="list-style-type: none"> • Underserved markets for specific products • Few competitors in your area • Emerging need for your products or services • Press/media coverage of your company 	<ul style="list-style-type: none"> • Emerging competitors • Changing regulatory environment • Negative press/media coverage • Changing customer attitudes toward your company

PEST Political, Economic, Social, Technological

Political	Economic	Social	Technological
<ul style="list-style-type: none"> • Stability • Laws • IPR Copyright • Policies /Human right • Labors law • Trade Laws • Foreign Invest • Proper Security 	<ul style="list-style-type: none"> • Grows • GDP per Capita • Purchasing power parity • Interest Rate • Inflation Rate • Exchange Rate • Stability • Unemployment rate • Consumer Confidence • Actives Labor Forces • Trade Balance • Balance of Payment 	<ul style="list-style-type: none"> • Demography • Sociology • Social culture / Lifestyle • Education • Human Development index • Social Safety and Benefits 	<ul style="list-style-type: none"> • Technological development • Innovation • R&D • Skilled Resources • Easier Acceptance of New Technologies • Information and Communication • Number of Technology Institutes

Your Turn

1. In your presentation groups, conduct a SWOT analysis of the school store and a PEST analysis of your startup company. You may need to conduct some additional research about your startup.

School Store

Strengths	Weaknesses
Opportunities	Threats

Your Startup: _____

Political	Economic
Social	Technological