

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

**PEST** Political, Economic, Social, Technological

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

## **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**

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

**Your Startup:** \_\_\_\_\_

<b>Political</b>	<b>Economic</b>
<b>Social</b>	<b>Technological</b>