

## How to Use SWOT Analysis

Originated by Albert S Humphrey in the 1960s

### Tip:

**Strengths and weaknesses are often internal to your project or organisation, while opportunities and threats generally relate to external factors.**

### Strengths:

- What advantages does your project have?
- What do you do better than anyone else?
- What is unique that you can draw upon that others can't?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale" (cast, crew, etc)?
- What is your projects **Unique Selling Proposition (USP)**?

Consider your strengths from both an internal perspective, and from the point of view of your buyers and people in your market. It is really important to look at your project from the "other side of the table".

You should also be realistic - it's far too easy to fall prey to "not been seen before syndrome." When looking at your strengths, think about them in relation to your competitors. For example, if all of your competitors provide high quality products, then a high quality production is not a strength, it's a necessity.

### Weaknesses:

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- What factors lose you sales?

Again, consider this from an internal and external basis: Do other people seem to perceive weaknesses that you don't see? Are your competitors doing any better than you?

It's best to be realistic now, and face any unpleasant truths as soon as possible.

### Opportunities:

- What good opportunities can you spot?
- What interesting trends are you aware of?

Useful opportunities can come from such things as:

- Changes in technology and markets on both a broad and narrow scale
- Changes in government policy related to your field
- Changes in social patterns, population profiles, lifestyle changes, and so on
- Local events

A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.

#### Threats:

- What obstacles do you face?
- What are your competitors doing?
- Are quality standards/specifications for your products or services changing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?

**Strengths**

What do you do well?  
What is unique about your project?  
Does it have a clearly defined target audience?  
What do others see as your strengths?

**Weaknesses**

What could you improve?  
Is your cast/director known?  
What are others likely to see as weaknesses?

**Opportunities**

What opportunities are open to you?  
What trends could you take advantage of?  
How can you turn your strengths into opportunities?

**Threats**

What threats could harm this project?  
What is your competition doing?  
What threats do your weaknesses expose you to?