



Gg.2

S **trengths**

W **weaknesses**

O **pportunities**

T **hreats**



Strengths

Determinants of Internal Strengths —

Management	Resources
Brand / Corporate Identity	Organizational Structure
Technology	Policies
Channel Distribution	Operating Procedures
Service Organization	Consistency
Cost Leadership	Compatibility

Weaknesses

Determinants of Internal Weaknesses —

Lack of —	
Management	Resources
Brand / Corporate Identity	Organizational Structure
Technology	Policies
Channel Distribution	Operating Procedures
Service Organization	Consistency
Cost Leadership	Compatibility

Opportunities

Determinants of Internal Opportunities —

- Exploit Competitor's Move
- New Technology
- New Management
- Industry Changes
- New Markets
- Macroeconomic Changes

Threats

Determinants of Internal Threats —

- Exploit by Competitors
- New Technology
- New Management
- Industry Changes
- Obsolete Markets
- Macroeconomic Changes