

Final Project

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Lecture 4

SWOT Analysis



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جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

What is a SWOT analysis?

A **SWOT analysis** is a simple and practical evaluation model. A SWOT diagram looks at a combination of internal and external factors, as well as assessing strengths and weaknesses. This combination of **evaluation metrics** means a SWOT analysis is particularly useful for gaining a thorough overview of a business, product, brand, or a new project early on in the **project life cycle**.

What is a SWOT analysis?

A SWOT diagram allows you to think about your own internal **strengths** and **weaknesses**. It also helps you think about external **opportunities** and **threats** that could affect your company's performance. The SWOT also helps you explore what the differentiators between yourself and **your competitors** are.

What is a SWOT analysis?

Strengths

Strengths are the areas that you excel in. What do you do better than anybody else?

What do people praise you for?

Weaknesses

Identify the areas that need improvement. Think about things you find difficult to achieve, times you've struggled to meet expectations, and areas that you don't feel

confident in. Look back at your Strengths list and think about the inverse.

What is a SWOT analysis?

Opportunities

Opportunities are areas that your business could take advantage of. When conducting a SWOT for internal company analysis, is there an unserved or underserved market that you could grow into? Are you maximizing your media coverage?

Threats

Finally, threats are potential or upcoming obstacles that you should be wary of. In this case, by threat we mean emerging competitors, changes in the market, things that would negatively affect your business

What is a SWOT Analysis?

SWOT ANALYSIS

STRENGTHS

- Same Day Delivery within the city
- Urban core has 1 hour delivery
- High-quality foods
- 200+ Drivers
- Trusted and high exposure

WEAKNESSES

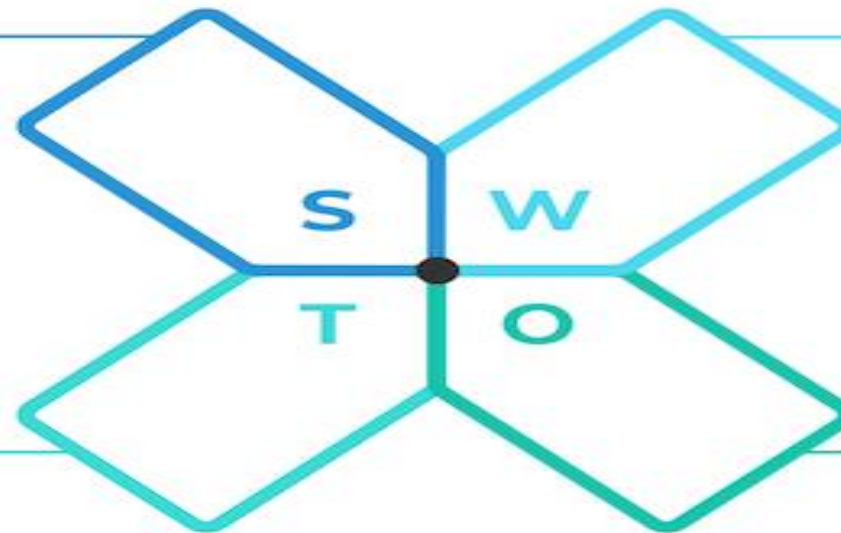
- Costly
- No monthly subscription options or scaled payment arrangement
- Inaccessible to a larger audience
- Poorly optimized SEO

THREATS

- Can operate at a loss to drive away competition
- Costly state laws to oversee grocery delivery and accountability under review

OPPORTUNITIES

- Optimize current mobile app for responsiveness and built-in feedback
- Attract a larger, wider target audience
- SEO focus can help drive a great amount of traffic and improve online rankings



Garret Ecommerce SWOT Analysis

S

Strengths



- Same Day Delivery within the city
- Urban core has under 1 hr delivery expectancy
- High-quality foods
- 200+ Drivers
- Trusted and high product sales exposure

W

Weaknesses



- Costly
- No monthly subscription options or scaled payment arrangement
- Inaccessible to a larger consumer audience
- Poorly optimized SEO tags

O

Opportunities



- Optimize current mobile app for responsiveness and built-in feedback
- Attract a larger, wider target consumer audience
- SEO focus can help drive a great amount of online traffic and improve online product sales ranking / metrics

T

Threats



- Can operate at a loss to drive away competition
- Costly state laws to oversee grocery delivery and accountability under review/evaluation

How to write a SWOT analysis

The first two letters of our SWOT, **Strengths** and **Weaknesses** are **internal factors** that you have control over, and you should look within your company or business to complete these letters.

Opportunities and **Threats** are **external factors** that you do not have control over, and you should look outside of your organization to complete these letters

Creating a SWOT Analysis

- **When creating a SWOT analysis template**, it can be difficult to find jumping off points for your evaluation. Often, you either go too big and list “impossible to fix” problems or think small and spend your time and energy focusing on things that are overall insignificant.
- **Deciding on your SWOT analysis questions** can take as much time as conducting the SWOT analysis itself! That’s why it’s important to decide an overall goal or objective that you want your SWOT to help you achieve. This could be more sales, bigger growth, or better brand recognition.

Communications Plan

What is a communications plan?

- A communications plan enables you to **effectively deliver information** to appropriate stakeholders. The plan will **identify the messages** you need to promote, to whom you're targeting those messages, and on which channel(s).
- Communication plans can help you clarify **the purpose of a product** launch or new initiative and officially determine the messages you want to deliver to your **intended audience(s)**.

How to Write a Communications Plan

1. Conduct an audit of your current communications materials.
2. Set **SMART goals** for your communications plan based on the results from your audit.
3. Identify the **audience** to whom you plan to deliver your communications plan.
4. Outline and write your **plan**, keeping your audiences in-mind.
5. Determine the **channel(s)** on which you need to deliver your messages.
6. Decide which **team members** are responsible for delivering the message.
7. Estimate **a timeline** for how long each step should take.
8. Measure the results of your plan after presenting to stakeholders and determine successes and **areas for improvement.**

Communication Plan Situation	Level of Urgency (1-4)	Stakeholder(s)/ DRI	Objectives and Goals	Required Actions, Messaging & Content	Due Date
One					
Two					
Three					
Four					
Five					
Six					
Seven					

Stakeholder Engagement Assessment Matrix

The Stakeholder Engagement Assessment Matrix is a simple yet powerful project management technique to document desired and monitor **actual engagement levels** of stakeholders. It helps identify potential gaps in the involvement of stakeholders.

How to Create a Stakeholder Engagement Matrix

A stakeholder engagement assessment matrix consists of several rows, each of them representing one stakeholder (or a group of homogenous stakeholders, if applicable).

The columns indicate the level of engagement. The [Project Management Body of Knowledge](#) ([PMBOK®, 6th ed](#)) suggests the following classification:

- unaware,
- resistant,
- neutral,
- supportive,
- leading.

How to Create a Stakeholder Engagement Matrix

A populated stakeholder engagement assessment matrix looks like the following example (analogous fig. 13-6 in PMBOK®, 6th ed.):

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Stakeholder 1	C			D	
Stakeholder 2			C	D	
Stakeholder 3				D C	
...					
Stakeholder n					

Example of a stakeholder engagement assessment matrix with desired ("D") and current ("C") levels of engagement per stakeholder.

Example of a Graphical Presentation of a Stakeholder Engagement Matrix

Stakeholders:

Stakeholder 1

Stakeholder 2

Stakeholder 3

...

Stakeholder n



Involvement:

Unaware Resistant Neutral Supportive Leading