

# SWOT

- **S= strength    W= weakness    O= Opportunities T= threats.**
- It's a simple but powerful tool used in **business planning, decision making** and **strategy building**.

<b>S</b>	Strength	Internal Positive Factor	Strong brand, good team, low cost etc.
<b>W</b>	Weakness	Internal Negative Factor	Lack of fund, limited experience etc.
<b>O</b>	Opportunities	External chances for growth	New market demand, less competition etc.
<b>T</b>	Threats	External Risks	New competitors, new govt regulations etc.

- **Helps in:**
  - **strategic planning.**
  - **Identifies Risks**
  - **Shows Growth Opportunities.**
  - **Assist in better decision making**
  - **Align business with market realities.**

❖ ***SWOT—“a clear vision for smarter decision”***

