



SPECTRIFIN

Quick SWOT Analysis

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Executives are often confronted with an urgent request for a SWOT analysis. They need to produce a standstill of the business which must be relevant and coherent.

Although this is an on-going process those responsible for compiling this document must be able to remove themselves from their day-to-day activity and focus on business imperatives.

Here's a quick template that addresses the main attributes of a SWOT analysis.

Be sure to support any statements with empirical evidence.

Most of the input will emanate from internal resources. Ensure that external research is obtained from reliable sources. These must be acknowledged and appropriately referenced.

Everything you include in the document must stand up to scrutiny.

Keep it simple. You've got time constraints. You don't want to get wrapped up in too much detail and analysis. Also, there's no room for conjecture.

Here are some headings and suggestions...

BUSINESS OVERVIEW

- Brief history of the Company. Established or new. Ownership.
- Company mission
- Industry
- Points of differentiation
- Positioning statement
- Regulatory environment

BUSINESS MODEL

- Key features
- Customer demographics
- Geographical dispersion of operations
- No departure from the facts

CORE VALUES

- Unbreakable business rules / Abiding values
- Social and ethical values
- Consumerism

FINANCIAL FORECAST

- Assumptions to be clearly spelled out
- Extract the most recent comparable historical data
- Forecast up to Year 3
- Make no changes to the prevailing model
- Be consistent - Ignore any predictions regarding price, volume, revenue sensitivity
- Always check for reasonability!

MARKETING & PRODUCT SEGMENTATION

- Marketing strategy
- Media in use
- Calibre of sales force
- Existing business intelligence
- Analysis of the key competition

PEOPLE

- Quality of management and staff
- Experience
- Retention

ADMINISTRATION

- Accurate and timely
- Robust information systems

THREATS TO THE BUSINESS

- State of the economy
- Nature of the industry
- Barriers to entry
- Existing capital / equity base
- Ability to expand / infrastructure / physical constraints
- Information Systems flexible / scalable / accurate and timely data records
- Competition

OPPORTUNITIES FOR THE BUSINESS

- Grow existing client base and increase utilisation and profitability
- New client acquisition
- Geographical expansion
- Improve penetration in under-represented areas
- Explore other distribution channels
- Expand the business model / Identify additional revenue streams
- Added-value offerings / product enhancements
- Customer service