

 **Title: SWOT-Analysis**

 **Annotation:**

A SWOT-Analysis is a tool to identify the position in the market. Based on the analysis of your markets, you identify strengths and weaknesses using the SWOT analysis grid and evaluate the findings. From this evaluation, you get an impression of the process of planning a strategy for e.g. marketing.

 **Key Competence:**

- Competence evaluate a business idea/potential/abilities
- Competence to identify opportunities

 **Expected Output**



- SWOT analysis
- Identification of market position

 **Keywords:**

Market positioning, evaluation

 **Objective of the course:**

The objective is to support identification of abilities and opportunities, as well as realistic obstacles and risks. The analysis can be useful for the development of a marketing strategy as well as self-reflection for potential career opportunities.

 **Duration:** 50 min.,  **Hand-out**

 **Theoretical part – explanation of the content:**

SWOT Analysis

SWOT analysis is a tool that analyses an individual's or organisation's strengths, weaknesses, opportunities and threats, which is valuable to e.g. create the foundation of a marketing strategy. It realistically evaluates what an Individual/organisation can and cannot do as well as any potential favourable or unfavourable conditions related to products or services.¹

¹ Def. adapted from: Adam Colgate. <http://www.businessdictionary.com/article/632/using-swot-analysis-to-develop-a-marketing-strategy/>

Useful links:

“Beer Distribution Game”: <http://www.beergame.org/the-game>

App (free): <https://beergameapp.firebaseio.com/>

Course on Marketing: https://saylordotorg.github.io/text_principles-of-marketing-v2.0/index.html

Useful website with entrepreneurial contents: <http://youthbusinessseurope.org>

References:

<http://www.businessdictionary.com/article/518/sources-of-inspiration-entrepreneur-success-stories/>

<http://www.businessdictionary.com/article/495/where-do-i-begin-preliminary-steps-for-starting-a-business/>

<http://www.businessdictionary.com/article/632/using-swot-analysis-to-develop-a-marketing-strategy/>

<http://www.businessdictionary.com/definition/creativity.html>

<http://www.businessdictionary.com/definition/market-orientation.html>

Egger-Subotitsch, Andreas/Fellinger-Fritz, Alfred/Meirer, Monika/Steiner, Karin/Voglhofer, Margit (2011): Praxishandbuch Train-the-Trainer-Methoden in der Berufs- und Arbeitsmarktorientierung. abif – Analyse, Beratung und interdisziplinäre Forschung. Im Auftrag und mit Unterstützung des AMS Österreich. (Practical guide of train-the-trainer methods for occupational and labour market orientation. abif - analysis, consulting and interdisciplinary research. On behalf and with the support of AMS Austria.)

<https://www.iconfinder.com/becris>

UNESCO (2006): Starting my own small business. A training module on entrepreneurship for learners in a non-formal setting. Facilitator’s guide.

Retrieved from: <http://unesdoc.unesco.org/images/0014/001449/144935e.pdf>

Mullanji, Ana/Topalli, Irena (2017): Training module on entrepreneurship. Project: RAISE - Raising the Advantages of Youth through Innovation and Social Entrepreneurship: Albania.