

Innovation for Entrepreneur

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DIN147 (888147) 3(3-0-6)

Analysis (SWOT & TOWS)

888147 - Innovation Entrepreneur

values - what are our beliefs?



Stage 1: core values, vision, mission

values - what are our beliefs?

what is our dream to achieve?

1 *vision*

what is our purpose?

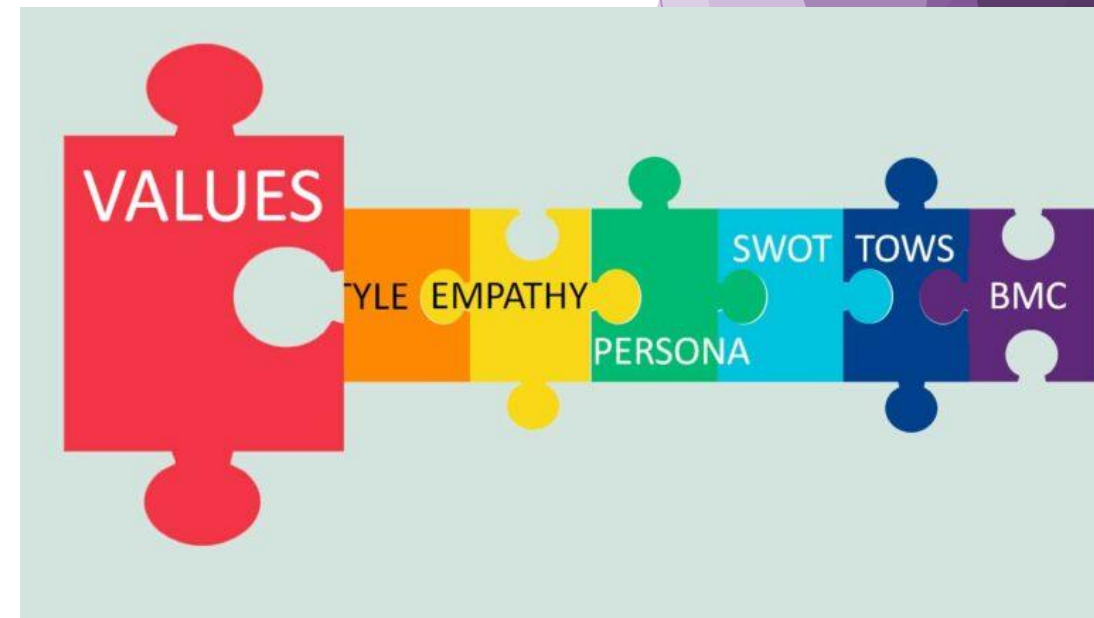
2 *mission*

- we have done these before

<https://www.alps.academy/core-values-students/>

- leadership styles

<https://www.alps.academy/leadership-styles-activity/>



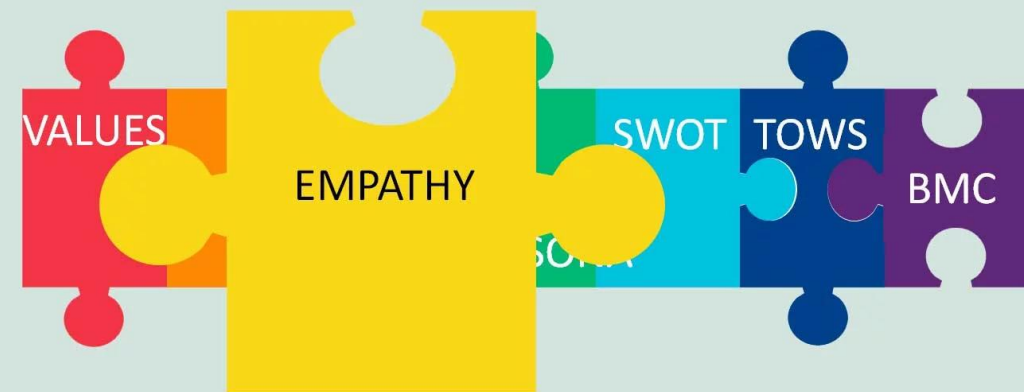
Stage 2: customer analysis

- empathy maps

<https://www.alps.academy/customer-analysis-empathy-maps/>

- personas

<https://www.alps.academy/customer-analysis-personas/>



SWOT analysis

SWOT Analysis



<https://www.youtube.com/watch?v=JXXHqM6RzZQ>

Factors

Internal factors

- **Personal data** — educations, skills, experiences, hobbies
- **Physical resources** — your location, building, equipment
- **Financial** — grants, funding, other sources of income
- **Activities and processes** — programs you run, systems you employ
- **Past experiences** — building blocks for learning and success, your reputation in the community

External factors

- **Future trends** in your field or the culture
- **The economy** — local, national, or international
- **Funding sources** — foundations, donors, legislatures
- **Demographics** — changes in the age, race, gender, culture of those you serve or in your area
- **The physical environment** — is your building in a growing part of town? Is the bus company cutting routes?
- **Legislation** — do new federal requirements make your job harder...or easier?
- Local, national, or international **events**

S

STRENGTHS

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such as intellectual property, capital, proprietary technologies etc.

W

WEAKNESSES

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition

O

OPPORTUNITIES

- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services
- Press/media coverage of your company

T

THREATS

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company

SWOT analysis of Samsung



STRENGTHS

- Powerful Brand Image
- Innovation
- Financial Position
- Diversity In Product & Services

SWOT ANALYSIS



WEAKNESSES



- Overdependence On Smartphone Market
- High Marketing Costs
- Fallible Supply Chain

- Exploiting Emerging Markets
- Expanding Product Lines
- Creating Blue Oceans

- High Competition
- Market Trends
- Prototype Releases



OPPORTUNITIES

SWOTWIZARD.COM

THREATS



SWOT ANALYSIS OF TikTok

S

W

O

T



Strength

- The most important strength of TikTok that distinguishes it from any other social media, it's the algorithm. Different from Facebook, for example, which studies the user's preferences, family, and friends, TikTok doesn't care about it – it cares about the time you spend using the app. While Facebook chooses videos based in your likes, TikTok's algorithm chooses millions and millions of videos and filters them if you scroll to the next one too quickly – like a sign you don't like this kind of content;
- Another strength is the market share because TikTok is available in more than 150 countries, and it's for free, another plus.



Weakness

- TikTok, like many social media sites, has problems with inappropriate content. Some audios, profiles, songs escape from the terms and conditions filter, which ends up exposing children and teenagers to this;
- Another weakness is addiction. A good point to the platform, but a bad thing to users. Studies show that the youngster's users – children to teenagers – spend 80 minutes on the app.



Opportunities

- TikTok is absolutely a great place for marketing and promotion. With millions of active users every day, many brands, companies, and digital influencers publish their products every day. Some use the tools – like the hashtag, to engage users to use their products;
- It's also a place to connect with worldwide people, sharing daily life, tips, thoughts, studies, accomplishments.



Threats

- Foreign boycotts are the most commented threat about TikTok. Donald Trump tried to forbid the use of TikTok in the United States. Indian and Pakistan blocked the use of some Chinese apps because of immoral and vulgarity;
- Also, the data collection is a point of concern. TikTok updated its privacy this year to collect 'faceprints and voiceprints'.



SWOT analysis of Huawei

Strengths

- Technological innovation advantage.
- Complete product chain and ecological layout.
- Good organizational culture and brand image.
- Professional service system.

Opportunities

- National subsidy policy for high-tech enterprise.
- The expansion of market and consumer demand for communication technology and intelligent terminal products.
- Expansion of international market share.

- Complicated procedures and the danger of collective decision making errors.
- The overall price of mobile phones is relatively high.
- Lack of unique marketing means.

Weaknesses

- Threats from existing competitors.
- The rise of domestic mobile phone brands.
- Changes in consumer demand.
- The impact of the US-China trade war.

Threats

STRENGTHS

TECHNICAL SUPERIORITY

WELL-FINANCED

WEAKNESSES

HIGH PRICE

LOSING KEY STAFF

OPPORTUNITIES

GROWING MARKET

AUTOMOTIVE MARKET

THREATS

CHEAP OVERSEAS IMPORTS

STANDARD FIT IN AUTOMOTIVE

Lets do a
SWOT & TOWS
analysis
!

SWOT Analysis: what are our strengths & weaknesses

STRENGTHS

What are your product's strengths? What makes your product different from others?

WEAKNESSES

What are things your product/service does not do well?

Let's consider an example of online courses. First look at the advantages and disadvantages of the company and staff.

Here are some examples:

Strengths:

- wide and unique range of teaching skills at a high level,
- development skills,
- established social media (YouTube channel)

Weaknesses:

- a lack of brand awareness,
- new to the market,
- lack of resources such as time and finances

source: <https://www.alps.academy/business-strategy-pyramid/>

SWOT Analysis: what are the opportunities and threats

OPPORTUNITIES

What are the opportunities in the marketplace?
What can you take advantage of to introduce
your product/service?

THREATS

What are the threats in the marketplace? What
will make it difficult to introduce your product?

Let's consider an example of online courses. First look at the advantages and disadvantages of the company and staff.

Here are some examples:

Opportunities:

- wide target audience (second language learners),
- large potential customer base

Threats:

- competition is established, has resources, and many exist.
- Possible global recession / economic downturn.

source: <https://www.alps.academy/business-strategy-pyramid/>

Groups:
complete your
SWOT analysis

STRENGTHS

What are your product's strengths? What makes your product different from others?

WEAKNESSES

What are things your product/service does not do well?

OPPORTUNITIES

What are the opportunities in the marketplace? What can you take advantage of to introduce your product/service?

THREATS

What are the threats in the marketplace? What will make it difficult to introduce your product?

TOWS analysis

What is TOWS Analysis?

- + Take advantage of opportunities
- + Exploit strengths
- Reduce threats
- Remove weaknesses

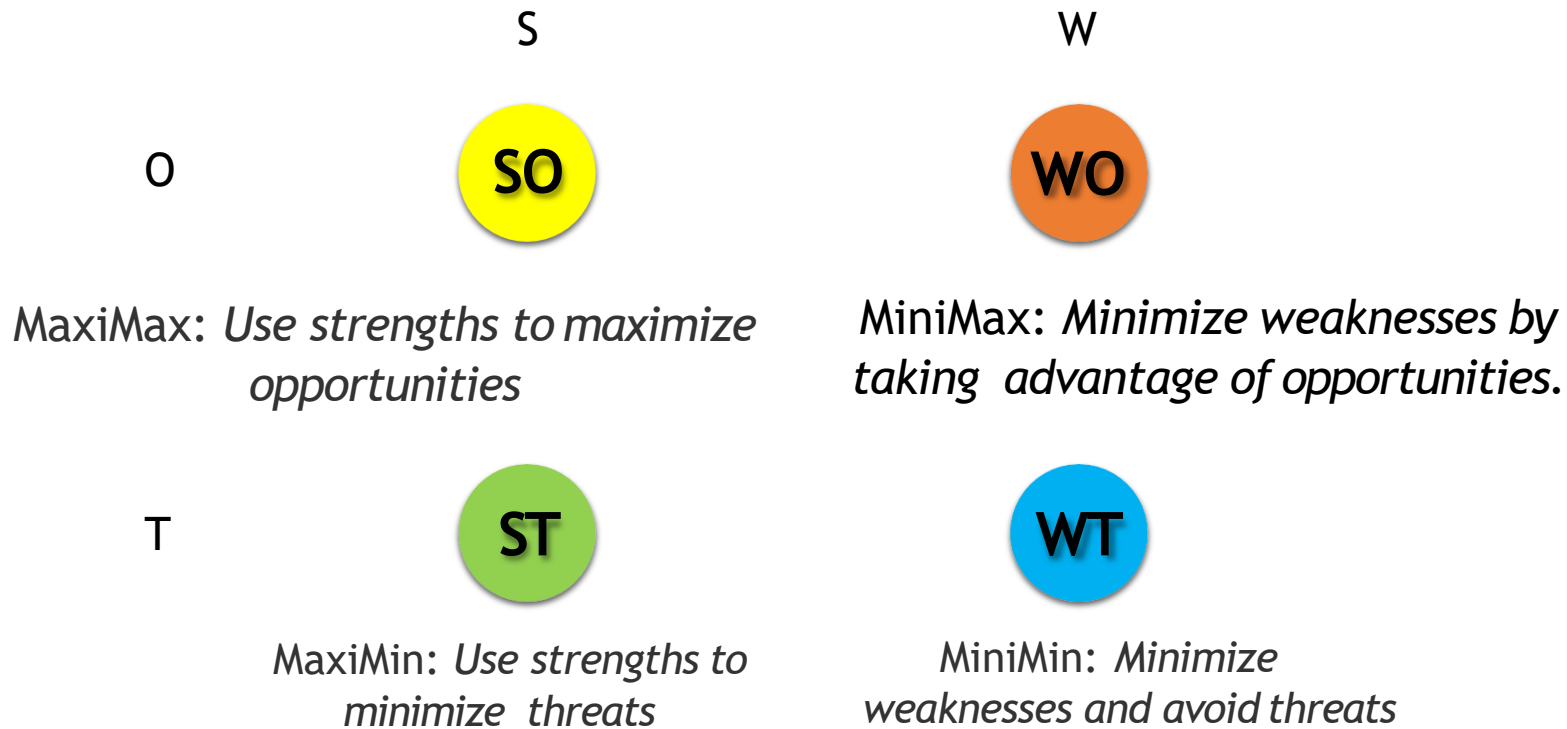
<https://www.youtube.com/watch?v=UySPb3bACQY>

TOWS analysis

	Strengths S1 S2 S3	Weaknesses W1 W2 W3
Opportunities O1 O2 O3	Use strengths to maximise opportunities	Reduce weaknesses to develop opportunities
Threats T1 T2 T3	Use strengths to reduce threats	Avoid threats by reducing weaknesses

A TOWS Analysis is an extension of the SWOT Analysis framework that goes further in looking to match-up the Strengths with Opportunities and the Threats with Weaknesses

TOWS Analysis



NOTE

a TOWS can have S and W at the top or the side it does not matter

TOWS

OPPORTUNITIES

GROWING MARKET
AUTOMOTIVE MARKET

STRENGTHS

TECHNICAL SUPERIORITY
WELL-FINANCED



WEAKNESSES

HIGH PRICE
LOSING KEY STAFF



THREATS

CHEAP OVERSEAS IMPORTS
STANDARD FIT IN AUTOMOTIVE



Difference between TOWS and SWOT analysis

The big difference between a TOWS and a SWOT is the relationships between the internal and external factors

Strengths to Opportunities

The S-O focuses around how you can exploit your strengths in order to respond to the potential opportunities in the market.

Strengths to Threats

The S-T examines how strengths can be used to mitigate or remove the threats to the business, and in some cases look at how threats can be transformed to opportunities.

Weaknesses to Opportunities

The W-O doesn't always come naturally.
Consider how your opportunities can remove
your weaknesses.

Weaknesses to Threats

The W-T highlights how weaknesses can play into, develop or enhance the threats of the business.

	Strengths	Weaknesses
Opportunities	S-O	W - O
Threat	S- T	W - T

	Opportunities	Threat
Strengths	S-O	S-T
Weaknesses	W - O	W - T

TOWS Analysis: how to use our strengths to exploit our opportunities, and lessen our threats

	Opportunities	Threat
	<ul style="list-style-type: none"> • wide target audience (second language learners), • large potential customer base 	<ul style="list-style-type: none"> • competition is established, has resources, and many exist. • Possible global recession / economic downturn
Strengths	<p>S-O Design extensive range of (high level) courses using unique skills for target audience</p> <p>Market quality & range of courses using social media resources</p>	<p>S- T Offer different courses for specific customer segment</p> <p>provide additional help for customer segment</p> <p>Promote the value of the differences</p>

TOWS Analysis: how to use our strengths to exploit our opportunities, and lessen our threats

	Opportunities	Threat
	<ul style="list-style-type: none">• wide target audience (second language learners),• large potential customer base	<ul style="list-style-type: none">• competition is established, has resources, and many exist.• Possible global recession / economic downturn
Weaknesses	W-O <ul style="list-style-type: none">• Offer free courses for customers to gain brand awareness & audience• target advertising and social media	W - T <ul style="list-style-type: none">• offer free courses to appeal to customers without finances

Remember to research other examples of SWOT & TOWS analysis to get a clearer understanding of how to write each part

<https://www.alps.academy/swot-analysis-for-students/>

<https://www.alps.academy/tows-analysis-swot-to-strategy/>

video

<https://www.youtube.com/watch?v=2xquSq0MSAc&t>

=108s

to about 8:20

	Opportunities	Threat
Strengths	S-O	S-T
Weaknesses	W - O	W - T

Groups:
complete your
TOWS analysis



Thank you!
any questions?