

The background features abstract, overlapping purple geometric shapes, primarily triangles and polygons, in various shades of purple, creating a modern and dynamic aesthetic.

Innovative Entrepreneurship Theory and Practice

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DIN111 (888111) 3(3-0-6)

Lesson 8: Analysis

Innovative Entrepreneurship theory and practice (888111)

today's activity

- introduction to SWOT analysis

create a SWOT analysis

- introduction to TOWS analysis

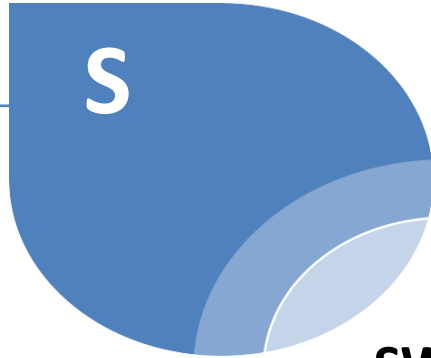
create a TOWS analysis

introduction to SWOT analysis

SWOT analysis

STRENGTHS

- All the **capabilities and positive points** the company has
- These are **internal** to the organization



SWOT

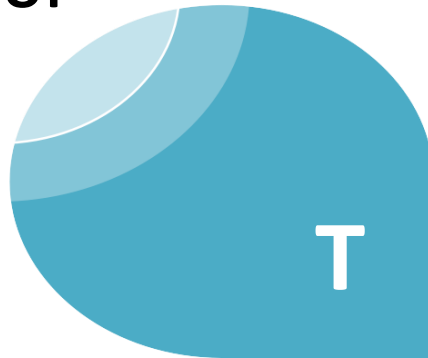


WEAKNESSES

- All the **negatives** the company faces
- These are **internal** to the organization

OPPORTUNITIES

- Any **positive external events** or circumstances that can help the entrepreneur get ahead of the competition



THREATS

- Any **external factors**, events, or circumstances that can harm the business

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**

SWOT

internal

STRENGTHS

TECHNICAL SUPERIORITY

WELL-FINANCED

WEAKNESSES

HIGH PRICE

LOSING KEY STAFF

external

OPPORTUNITIES

GROWING MARKET

AUTOMOTIVE MARKET

THREATS

CHEAP OVERSEAS IMPORTS

STANDARD FIT IN AUTOMOTIVE

SWOT analysis examples



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

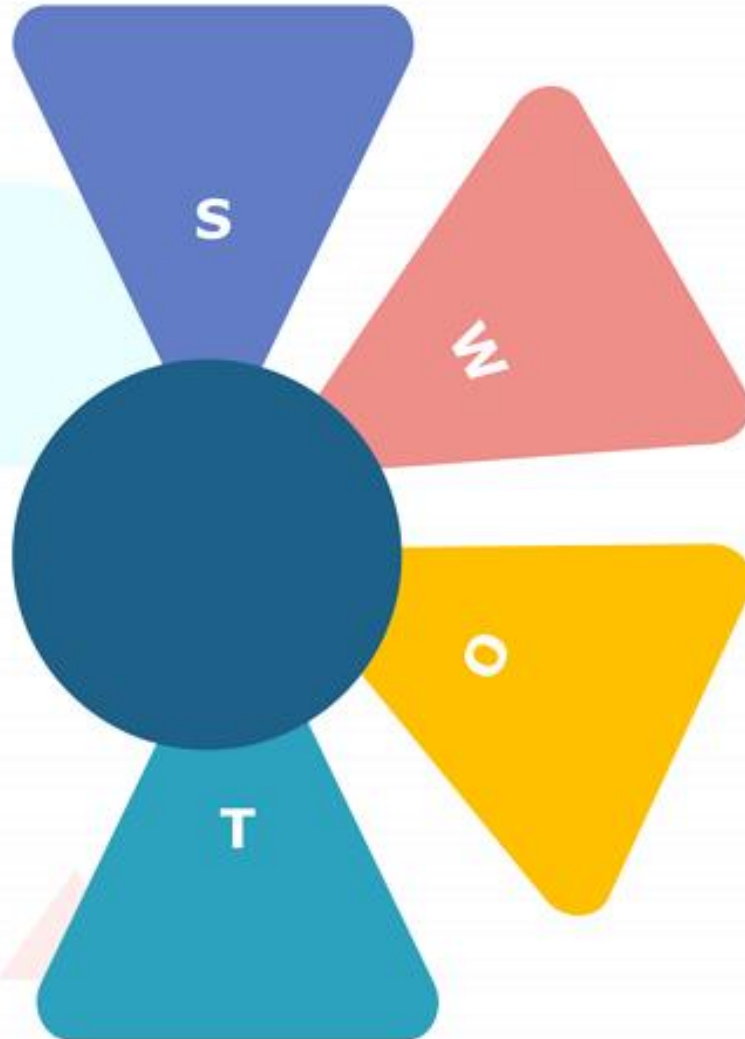
T

THREATS

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



Red Bull SWOT Analysis



● Strength

- Powerful branding
- Marketing strategies
- Global Presence
- Efficient Supply Chain

● Weakness

- Unhealthy
- Limited Variety
- Costly
- Patent Issue

● Opportunity

- Find Healthy Alternatives
- Increase Variety
- Automation for cost-cutting
- Association with sports

● Threat

- High Competition
- Global Economy
- Health Policy of countries
- Global Pandemic





STRENGTHS



1. Universal Franchise
2. Financial Position
3. Large Market Share
4. Innovative Technology

WEAKNESSES



1. Legal Action
2. Health Problem
3. Imbalanced Meals
4. Dissatisfied Franchisees
5. High Employee Turnover

OPPORTUNITIES



1. Digital Marketing
2. Focus on Asian markets

THREATS



1. The Impact of The Pandemic
2. More Reliance on Franchises

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 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 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

SWOT analysis startups



STRENGTHS

WEAKNESSES

SWOT Analysis

OPPORTUNITIES

THREATS

STRENGTHS

INNOVATION

FLEXABILITY

TALENT

WEAKNESSES

NO CUSTOMERS

FINANCES

BRAND

SWOT Analysis

OPPORTUNITIES

NEW TRENDS

NEW MARKETS

THREATS

RISING COSTS

RECESSION

LEGAL

create a
SWOT analysis

SWOT & TOWS example

video

<https://www.youtube.com/watch?v=2xquSq0MSAc&t=106s>

SWOT

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

Identify your Strengths

- **Company Resources:**
 - List resources (financial, people, expertise, equipment, motivation, etc.) does your business value
- **Core Competencies:**
 - Recognize unique skills or capabilities that make the business better than competitors
- **Brand Reputation:**
 - Consider the reputation and recognition of you, the business, and/or employees.

Examples of Strengths

- **Strong Brand Reputation:** Toyota has a long-standing reputation for reliability and quality.
- **Innovative Products or Services:** Xiaomi constantly introduces innovative consumer electronics.
- **Skilled Workforce:** Samsung is known for its highly skilled and specialized workforce.
- **Cost Advantages:** JD.com benefits from economies of scale in its e-commerce operations.
- **Technological Expertise:** TSMC (Taiwan Semiconductor Manufacturing Company) leads in semiconductor manufacturing technology.
- **Effective Marketing Strategies:** Alibaba's marketing strategies have contributed to its global success.
- **Strategic Alliances:** Tencent's strategic alliances with various companies enhance its ecosystem.
- **Financial Stability:** Samsung's diverse business portfolio contributes to financial stability.

SWOT

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

Identify your Weaknesses

- **Operational Challenges:**
 - Identify internal challenges that you have that are weaker than other businesses.
- **Skill Gaps:**
 - Acknowledge areas where the business lacks specific skills or expertise.
- **Resource Constraints:**
 - What limitations in terms of finances, technology, skills, experience etc. do you have?

Examples of Weaknesses

- **Limited Product Range:** Some startups may have a narrow range of offerings.
- **Dependence on Key Suppliers:** Smaller businesses may face challenges if reliant on a single supplier.
- **Lack of Brand Recognition:** New startups may struggle with low brand awareness.
- **Limited Market Presence:** A local restaurant may have limited visibility outside its community.
- **Insufficient Research and Development:** Small businesses might lack resources for extensive R&D.
- **Inadequate Digital Presence:** Traditional businesses may struggle with an online presence.
- **High Dependence on a Single Product:** A startup focusing on a single product may face risks.

SWOT

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

Identify Threats

- **Competitive Landscape:**
 - Analyze the competitive environment and potential challenges from rivals.
- **Economic Factors:**
 - Consider how economic fluctuations may pose threats to the business.
- **Regulatory Changes:**
 - Examine potential threats arising from changes in regulations or policies.

Examples of Threats

- **Market Competition:** The highly competitive smartphone market poses challenges for new entrants.
- **Economic Downturn:** Businesses may face reduced consumer spending during economic recessions.
- **Political Instability:** Companies operating in politically volatile regions may face uncertainties.
- **Changes in Laws:** New regulations in the financial industry may impact existing business models.
- **Technological Changes:** Tech startups may struggle to keep up with rapidly evolving technologies.
- **Supply Chain Disruptions:** The pandemic highlighted the vulnerability of global supply chains.
- **Natural Disasters:** Companies in earthquake-prone areas face the risk of disruption.
- **Cybersecurity Threats:** Increasing cyber threats pose risks to businesses with extensive online operations.

SWOT

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

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understanding lectures (SWOT analysis)

<https://www.alps.academy/understanding-lectures-second-language-speakers/>

introduction to TOWS analysis

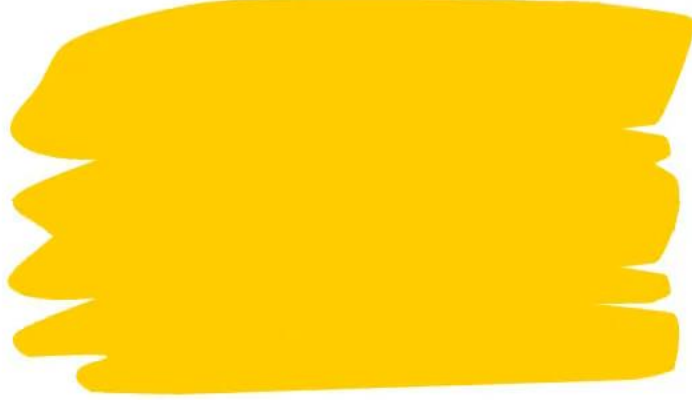
TOWS

OPPORTUNITIES

GROWING MARKET
AUTOMOTIVE MARKET

STRENGTHS

TECHNICAL SUPERIORITY
WELL-FINANCED



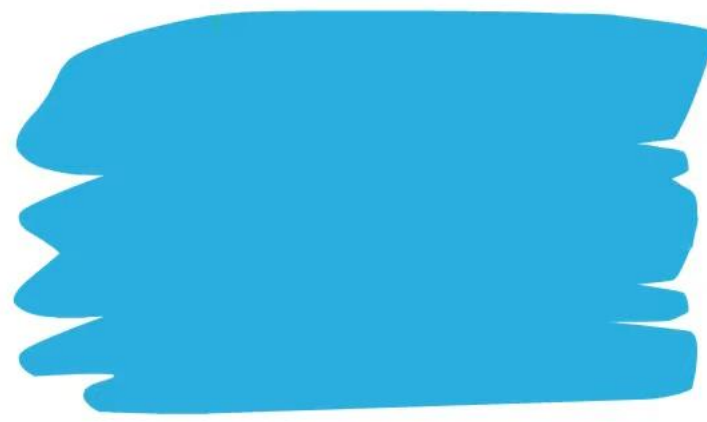
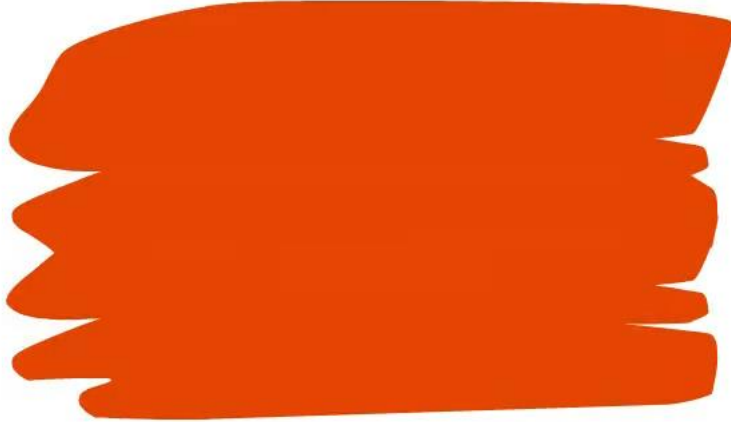
WEAKNESSES

HIGH PRICE
LOSING KEY STAFF



THREATS

CHEAP OVERSEAS IMPORTS
STANDARD FIT IN AUTOMOTIVE



TOWS

OPPORTUNITIES

GROWING MARKET
AUTOMOTIVE MARKET

STRENGTHS

TECHNICAL SUPERIORITY
WELL-FINANCED

USE STRENGTHS
TO
EXPLOIT OPPORTUNITIES

WEAKNESSES

HIGH PRICE
LOSING KEY STAFF

OVERCOME WEAKNESSES
IN
AREAS OF OPPORTUNITY

THREATS

CHEAP OVERSEAS IMPORTS
STANDARD FIT IN AUTOMOTIVE

USE STRENGTHS
TO
OVERCOME THREATS

ACTIONS THAT
ADDRESS WEAKNESSES
AND
CHALLENGE THREATS

TOWS

OPPORTUNITIES

GROWING MARKET
AUTOMOTIVE MARKET

STRENGTHS

TECHNICAL SUPERIORITY
WELL-FINANCED

AUTOMOTIVE MARKET STRATEGY
ENHANCE PURCHASING TERMS

WEAKNESSES

HIGH PRICE
LOSING KEY STAFF

PROMOTE A VALUE CAMPAIGN

THREATS

CHEAP OVERSEAS IMPORTS
STANDARD FIT IN AUTOMOTIVE

CREATE A DIFFERENTIATION CAMPAIGN
CHANNEL STRATEGY FOR AUTOMOTIVE
MANUFACTURERS

REDUCE MANUFACTURING OR
MATERIALS COSTS
LOYALTY PROGRAMME
RAISE AWARENESS OF DISRUPTION

TOWS analysis

	Opportunities	Threats
Strengths	<u>Maxi-Maxi (SO)</u> <i>MaxiMax: Use strengths to maximize opportunities</i>	<u>Maxi-Mini (ST)</u> <i>MiniMax: Minimize weaknesses by taking advantage of opportunities.</i>
Weaknesses	<u>Mini-Maxi (WO)</u> <i>MaxiMin: Use strengths to minimize threats</i>	<u>Mini-Mini (WT)</u> <i>MiniMin: Minimize weaknesses and avoid threats</i>

TOWS analysis NIKE example

	Opportunities	Threats
	<ul style="list-style-type: none"> • Global increase in health awareness and popularity of sports • Online sales increasing 	<ul style="list-style-type: none"> • Competitors catching up and innovating • High pricing
Strengths	<u>Maxi-Maxi (SO)</u>	<u>Maxi-Mini (ST)</u>
<ul style="list-style-type: none"> • Market Leader • Global market • Sponsors renowned athletes 	<ul style="list-style-type: none"> • Run health awareness campaigns to boost sales • Increased focus on online sales 	<ul style="list-style-type: none"> • Increased focus on reputation and quality to stay ahead (compete) • Continue sponsorships to retain prices
Weaknesses	<u>Mini-Maxi (WO)</u>	<u>Mini-Mini (WT)</u>
<ul style="list-style-type: none"> • Profit heavily depends on footwear sales • Occasional complaints over poor working conditions in factories 	<ul style="list-style-type: none"> • Focus more on non-footwear items online 	<ul style="list-style-type: none"> • Invest in newer ideas before competition • Work on further improving working conditions and reputation



TOWS - example



Internal factors	Strengths (S) <ul style="list-style-type: none">• S1. Profitability• S2. Brand recognition• S3. Global presence•	Weakness (W) <ul style="list-style-type: none">• W1. Uneven worldwide distribution• W2. Product pricing• W3. Sustainability	
External factors	Opportunities (O) <ul style="list-style-type: none">• O1. New markets• O2. New products and services• O3. Purchasing companies	W-O strategies <ul style="list-style-type: none">• WO.1. New market will balance distribution• WO.2. Lower prices for new products• WO.3. Purchases companies to survive	
	Threats (T) <ul style="list-style-type: none">• T1. New entrants• T2. U.S. market saturation• T3. Changes in customer favor	S-T strategies <ul style="list-style-type: none">• ST.1. Offer better stakeholder value• ST.2. Ensure a strong foundation• ST.3. Introduce to more people worldwide	W-T strategies <ul style="list-style-type: none">• WT.1. Entry into new countries before competition• WT.2. Lower prices in Asia• WT.3. Engage the customers with constant rewards



TOWS - example

Reebok

<p><u>INTERNAL FACTORS (IFAS)</u></p> <p><u>EXTERNAL FACTORS (EFAS)</u></p>	<p><u>STRENGTHS (S)</u></p> <p>S1. Multi-distribution strategy S2. High customer engagement S3. Celebrity Endorsements S4. Growing Cross Fit Demand</p>	<p><u>WEAKNESSES (W)</u></p> <p>W1. Excessive Commercialisation W2. Low Market Share W3. Single product line W4. No further development</p>
<p><u>OPPORTUNITIES (O)</u></p> <p>O1. Niche Markets O2. Target Groups O3. Untapped markets O4. Emerging markets</p>	<p><u>S/O STRATEGIES</u></p> <p>S1,O1) Invest into designing new shoes for different fields of sport and fashion to increase market coverage S4,O2) Cross fit shoes are among the highest demanded shoes manufactured by Reebok.</p>	<p><u>W/O STRATEGIES</u></p> <p>W2,O3) Investing into untapped markets will increase brand value and increase market share. W4,O4) Focus on developing on products to cater for upcoming markets</p>
<p><u>THREATS (T)</u></p> <p>T1. Competitors T2. Counterfeits/replicas in secondary market. T3. Targets only focus groups</p>	<p><u>S/T STRATEGIES</u></p> <p>S3,T1) use celebrities to win over customers from competitors. S2,T2) having customer engagement can reduce sales of fake goods</p>	<p><u>W/T STRATEGIES</u></p> <p>W3,T1) improve current appeal to create a single product line to take competitors out the market. W4,T2) counterfeit products decrease the brand image and product through <u>commercialisation</u>.</p>

create a
TOWS analysis

TOWS

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

SO: Use strengths to maximize opportunities

1. Strengths and Opportunities (SO): Consider how strengths can be used to capitalize on opportunities.

WO: Reduce weaknesses to develop opportunities

2. Weaknesses and Opportunities (WO): Develop strategies to overcome weaknesses by taking advantage of opportunities.

ST: Use strengths to reduce threats

3. Strengths and Threats (ST): Explore strategies to use your strengths to lessen threats.

WT: Avoid threats by reducing weaknesses

4. Weaknesses and Threats (WT): Devise strategies to address weaknesses and reduce the risk of potential threats.



Thank you!
any questions?