

SWOT Analysis

Introduction

A SWOT analysis is a strategic planning framework used by organizations to identify and evaluate their internal Strengths and Weaknesses, as well as external Opportunities and Threats. This process provides a structured method to assess factors that can impact the achievement of objectives, and supports data-driven decision making. Typically, a SWOT analysis is used in the early stages of planning to understand the current position of a business, project, or initiative.

The aim of this document is to present an overview of the key elements affecting the organization. By systematically reviewing these factors, stakeholders are better equipped to develop strategies that leverage strengths, address weaknesses, capitalize on opportunities, and mitigate potential threats.

This Introduction section outlines the purpose and scope of the SWOT analysis, setting the foundational context for the assessments that follow.

Important Notes:

- This document provides an objective foundation for strategic planning discussions.
- SWOT analysis should be regularly updated to reflect current conditions.
- Input from multiple stakeholders helps ensure a comprehensive analysis.
- Action items from the analysis must be clearly defined and assigned.
- Confidentiality is recommended when sharing sensitive insights or vulnerabilities.