

Methodology Format for SWOT Analysis Report

1. Introduction

This section outlines the objectives, scope, and context of the SWOT analysis. Clearly define the subject or organization that is the focus of the analysis.

2. Data Collection Methods

Describe the approaches used to gather information for the SWOT analysis, such as:

- Interviews with key stakeholders
- Surveys or questionnaires
- Desk research and literature review
- Workshops or brainstorming sessions
- Analysis of organizational documents and reports

3. Analysis Tools

Specify any tools or frameworks used to structure the analysis, for example:

- SWOT Matrix
- PEST or PESTLE Analysis (if combined)
- Stakeholder Mapping

4. Analytical Process

Detail the step-by-step process followed, including:

1. Compiling the list of internal strengths and weaknesses
2. Identifying external opportunities and threats
3. Validating and prioritizing factors with the team or stakeholders
4. Summarizing the findings in the SWOT matrix
5. Developing recommendations based on analysis

5. Limitations

Identify potential limitations or biases in the data or methodology, and discuss how these were addressed or mitigated.

6. Summary

Provide a brief overview of the methodology and reiterate its suitability for the objectives of the report.

Important Notes:

- Ensure objectivity by involving multiple perspectives in the analysis process.
- Document each step for transparency and reproducibility.
- Periodically review the methodology to maintain relevance and accuracy.
- Use evidence-based data to support each identified factor in the SWOT matrix.

