Individual SWOT Analysis: International Speedway Corporation

**Strengths**

* Positive tangible and intangible attributes, internal to an organization.
* They are within the organization’s control.
* Things that are good now – we need to maintain them, we need to build on them, and use them as leverage
* What advantages does our company have?
* What does our company do well?
* What relevant resources do we have access to as a company?
* What do other people see as our company strengths?
* How can we Use each Strength?

**Weakness**

* Factors that are within an organization’s control that detract from its ability to attain the desired goal.
* Which areas might the organization improve?
* Things that are bad now – need to be remedied, changed, or stopped.
* What could we improve as a company?
* What do we do badly as a company?
* What should we avoid as a company?
* How can we Stop each Weakness?

**Opportunities**

* External attractive factors that represent the reason for an organization to exist and develop.
* What opportunities exist in the environment, which will propel the organization? Identify them by their “time frames”
* Things that are good for the future – we need to prioritize them, capture them, build on them and optimize them.
* What are the good opportunities facing our company?
* What are the interesting trends that we are aware of?
* Changes in technology and markets? Both broad scale and narrow.
* Changes in gov. policy related to our field
* Changes in social patterns, population profiles, lifestyle changes, etc.
* Local Events
* How can we Exploit each Opportunity?

**Threats**

* External factors, beyond an organization’s control, which could place the organization mission or operation at risk.
* The organization may benefit by having contingency plans to address them if they should occur.
* Things that are bad for the future – we need to put in plans to manage them or counter them.
* What obstacles do we face?
* What is our competition doing?
* Are the required specifications for our job, products, or services changing?
* Is changing technology threatening our company?
* Do we have bad-debt or cashflow problems?
* Could any of our weaknesses seriously threaten our business?
* How can we Defend against each Threat?

Classify them by their “seriousness” and “probability of occurrence”.

Aim of a SWOT Analysis

1. Reveal your competitive advantages
2. Analyze your prospects for sales and profitability
3. Prepare your company for problems
4. Allow for the development of contingency plans

Opportunities & Threats are often taken from the PESTLE analysis.

**Opportunities:**

* Where can you find, or create, a competitive advantage?
* What are some major trends in your business?
* Consolidation / Diversification?
* Specialization / Generalization?
* Changes in technology. Such as computer software that lets you perform services that others cannot.
* Changes in the types of businesses in your potential market, such as the demand for healthcare or telecommunications expertise.
* Changes in social patterns, population profiles, lifestyle.
* Changes in creative trends.
* Changes in demand for certain types of services, perhaps related to interactive / Internet.

**Threats:**

* What obstacles do you face?
* What are your competitors doing that may result in a loss of clients, customers, market share?
* Are the required specifications for your job, products or services changing?
* Is changing technology threatening your position?
* Do you have cash-flow problems?

Example SWOT:

Strengths

* They are reliable suppliers
* They have great performance in new markets
* They have a successful track record of developing new products
* They have a high level of customer satisfaction

Weaknesses

Opportunities

Threats

PESTLE Example:

Political:

Economic:

Social:

Technological:

Legal:

Environmental: