

SWOT- und PESTLE-Analyse

Key Facts: SWOT-Analysis

- Strategic planning technique developed by the Harvard Business School
- Used to analyse the competitiveness of businesses and organisations, public administration, cities, regions or nations
- 2 external & 2 internal dimensions
 - Internal: **S**trength & **W**eakness
 - External: **O**pportunities & **T**hreads

SWOT-Framework

	Internal Analysis	External Analysis
Helpful	Strength: Characteristics that give advantage relative to others	Opportunities: Elements in the environment that can be exploited
Harmful	Weaknesses Characteristics that give disadvantage relative to others	Threads Elements in the environment that could cause trouble

- Approach: SWOT-Framework can be used in desk research (single user) or be filled in during a workshop using methods like brainstorming (team)
- Results of the SWOT-Analysis can be used as the base for developing a development strategy

Key Facts: PESTLE-Analysis

- Framework for environmental scanning used in strategic management or market research
- Used to understand potential for market growth or decline
- Base for decision about business direction in the future
- It includes six factors: **P**olitical, **E**conomic, **S**ocial; **T**echnological, **L**egal and **E**nvironmental factors
- A shorter version of the PESTLE-Analysis is the PEST-Analysis, which only takes the first four factors in account

Framework: PESTLE-Analysis

Dimension	Possible factors
Political	Description, how the economy is influenced by the government: <ul style="list-style-type: none">• For example: Tax policy, labour law, environmental law, trade restrictions and tariffs eg.• Goods and services provides by the government
Economic	For example: Economic growth, exchange rates, inflation rate and interest rates
Social	Social factors influence the demand for products and how a business can operate For example: Cultural aspect, health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety
Technological	For example: R&D activity, automation, technology incentives and the rate of technological change
Legal	All aspects of local law
Environmental	For example: weather, climate

Sources

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