

# ITIL® Poster Series #29

## SWOT Analysis CSI

### THINGS TO CONSIDER FOR STRENGTHS

CORE  
COMPETENCIES

FINANCIAL  
RESOURCES

REPUTABLE  
BUYERS

ACKNOWLEDGED AS  
MARKET-LEADER

WELL-CONCEIVED  
FUNCTIONAL-AREA STRATEGIES

LITTLE COMPETITIVE PRESSURE

ACCESS TO  
ECONOMIES OF SCALE

PROPRIETARY  
TECHNOLOGY

COST  
ADVANTAGES

STRONG  
CAMPAIGNS

PRODUCT  
INNOVATION

BETTER DEVELOPMENT/PRODUCTION CAPABILITY

AHEAD ON  
EXPERIENCE CURVE

PROVEN  
MANAGEMENT

SUPERIOR  
TECHNOLOGY

### THINGS TO CONSIDER FOR WEAKNESSES

NO CLEAR  
STRATEGIC DIRECTION

TOO NARROW PRODUCT LINE

WEAK  
DISTRIBUTION  
NETWORK

HIGHER OVERALL  
UNIT COSTS

FALLING  
BEHIND R&D

UNABLE TO FINANCE  
NEEDED CHANGES

POOR TRACK RECORD  
FOR PERFORMANCE

MISSING SOME  
KEY COMPETENCIES

LOW  
PROFITABILITY

WEAK  
MARKET IMAGE

OBSOLETE  
FACILITIES

LACK OF MANAGERIAL  
DEPTH AND TALENT

BELOW-AVERAGE  
MARKETING SKILLS

### THINGS TO CONSIDER FOR OPPORTUNITIES

FALLING TRADE  
BARRIERS IN ATTRACTIVE  
FOREIGN MARKETS

ABILITY TO SERVE ADDITIONAL  
CUSTOMER GROUPS OR EXPAND  
INTO NEW MARKET OR SEGMENTS

INTEGRATING FORWARD  
OR BACKWARD

EMERGING NEW  
TECHNOLOGIES

COMPLACENCY  
AMONG RIVAL  
FIRMS

WAYS TO EXPAND PRODUCT LINE  
TO MEET BROADER RANGE OF  
CUSTOMER NEEDS

ABILITY TO  
TRANSFER SKILLS OR  
TECHNOLOGICAL KNOW-  
HOW TO NEW PRODUCTS  
OR BUSINESSES

ABILITY TO GROW  
RAPIDLY BECAUSE  
OF STRONG  
INCREASES IN  
MARKET DEMAND

### THINGS TO CONSIDER FOR THREATS

POTENTIALLY  
SUDDEN  
DEREGULATION

ADVERSE  
DEMOGRAPHIC  
CHANGES

SLOWER  
MARKET  
GROWTH

ADVERSE SHIFTS IN FOREIGN EXCHANGE RATES AND  
TRADE POLICIES OF FOREIGN GOVERNMENTS

GROWING BARGAINING  
POWER OF CUSTOMERS  
OR SUPPLIERS

COSTLY  
REGULATORY  
REQUIREMENTS

RISING SALES  
OF SUBSTITUTE  
PRODUCTS

VULNERABILITY TO  
RECESSION AND  
BUSINESS CYCLE

ENTRY OF LOWER-COST FOREIGN COMPETITORS

