

SWOT Analysis

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Abstract— SWOT analysis, which delves into a business' strengths, weaknesses, opportunities, and threats, is used widely in firms and classrooms to distil fragmentary facts and figures into concise depictions of the strategic landscape. Yet despite its popularity and longevity, the SWOT approach to situation assessment often is ineffective. This article begins with a brief critique of the SWOT framework and typical SWOT analysis guidelines. Thereafter, Defensive/Offensive Evaluation (DOE) is advanced as an effective alternative to SWOT analysis. Because DOE is more theory-driven, it poses keener questions and promises more illuminating answers.

Keywords- *Project Planning, Strategy management, SWOT, SWOT Analysis,*

INTRODUCTION

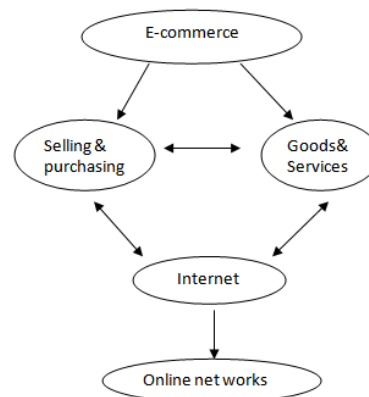
SWOT analysis is a structured planning method used to evaluate the Strength, Weakness, Opportunities, and Threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving the objective. Setting the objective should be done after the SWOT analysis has been performing. This would allow achieving goals or objectives to be set for the organization.

- **Strengths:** characteristics of the business or project that give it an advantage over others.
- **Weakness:** are characteristics that place the term at a disadvantage relative to other.
- **Opportunities:** elements that the project could exploit to its advantage.
- **Threats:** elements in the environment that could cause trouble for business or Project.

LITERATURE REVIEW

The external environment consists of variables existing outside the company, which in the short-term are not under the control of the company. These variables form the context in which the company exists and functions. The external environment can be further subdivided into a direct environment and an indirect environment [2].

Basically e-commerce is the buying and selling of goods and services on the internet and on different online networks especially World Wide Web. The development of e-commerce has led to companies moving much of their business efforts to online environments. Dot com craze has stimulated a global commercial environment which is now being exploited by many firms who are engaged in e-commerce. The power of the SWOT analysis will be evident in your business, but it can also change your personal life.



Before embarking on a SWOT analysis, you should understand this is only a tool, but it is a powerful tool when you use it correctly. Imagine for a moment, what it would be like if you were able to

use SWOT for every business decision you have to make. When you are faced with the need to dig deep, you will discover where your company is today, and be able to make an informed decision for any changes your business needs to make [3].

The developer can expand the system. Therefore, it is important that the task can be divided in subsystems. Finally, the task should involve verbal knowledge. Verbal knowledge is suited for transformation into rules and hierarchies of objects and this is what most expert systems are suited for. Considering these characteristics, it was clear that lot of factors were in favor of starting the research project of building a knowledge-based SWOT-analysis system. Experts and knowledge engineers were present and motivated to do the job. Case data were available to test the system.

The nature of a SWOT analysis, however, was the most convincing argument to apply expert system technology. Making a SWOT-analysis involves significant symbolic processing, complexity, judgment and uncertainty. The asks is also not too easy and unsolvable using conventional programming techniques or too difficult requiring artificial intelligence applied research methods. ASWOT-analysis does not contain much serial numeric computation which would make it convenient for classical data processing techniques [2].

PROPOSED SYSTEM

Objectives to be fulfilled

When a company wants to start a new project, they have to analyze each and every part of the project. In that process they spend lot of time.

So our main objective is to reduce their time and as well as they can analyze their project easily .The planning process includes

- Setting/Conforming the overall goal of the organization
- Determining the current state.

- Developing and understanding about influence on future position, including Strength, Weakness, Opportunities, Threats (SWOTs) analysis.
- Identify and choosing appropriate objectives that will move the business forward.
- Implementing the action plan and evaluating result.
- Here we plot the graph which helps us to show our result.

User Requirements

- Once can sign up and create his account to use SWOT Analysis.
- User can create their goals and can view previous defined goal.
- User can add SWOT of respective goals.
- User can pair his strength with his weakness and opportunities with threats i.e. can analyze his SWOTs.
- User can view the result/graph of progress and obstacle.

SCREEN SHOTS



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Welcome Project

Define Your Goal:
 Enter Your Goal:

Description Of Goal:
 Describe Your Goal:

My Previous Goals

- mouse
- ask_speaking_classes
- completion of software
- job
- low microsoft
- to close it
- Established University
- skilled job
- to earn 20000 per month
- software test
- job
- software company
- space travel
- job
- job
- job
- to get of
- bookstore!
- job
- to book/restaurant
- graduation
- job
- small bus
- building
- mobile
- engineering
- job please to sign
- to
- job

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Weakness	Strength
	<input type="checkbox"/> hard working <input type="button" value="Add"/>
experience	<input type="checkbox"/> enough money <input type="button" value="Add"/>
	<input type="checkbox"/> hard working <input type="button" value="Add"/>
bad communication skills	<input type="checkbox"/> enough money <input type="button" value="Add"/>

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Progress(S+O)	Obstacles(W+T)
21	4

Progress:
Obstacle:

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Opportunity

Enter Your Opportunity:

Ratings

Enter Ratings Out Of 10:

Opportunity	Ratings
parents can help	10
needs can help	9
bank loan	7

Threats

Enter Your Threats:

Ratings

Enter Ratings Out Of 10:

Threats	Ratings
loan cancel	4
producer can go public	4

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About Us

SWOT Analysis is a simple but useful framework for analyzing your organization's strengths and weaknesses, and the opportunities and threats that you face. It helps you focus on your strengths, minimize threats, and take the greatest possible advantage of opportunities available to you. SWOT Analysis can be used to "kick off" strategy formulation, or in a more sophisticated way as a serious strategy tool. You can also use it to get an understanding of your competitors, which can give you the insights you need to craft a coherent and successful competitive position. When carrying out your SWOT Analysis, be realistic and rigorous. Apply it at the right level, and supplement it with other option-generation tools where appropriate.

This site teaches you the skills you need for a happy and successful career, and this is one tool and resource that you'll find here at SWOT Analysis.

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Weakness	Strength
experience	<input type="checkbox"/> hard working <input type="button" value="Add"/>
	<input type="checkbox"/> enough money <input type="button" value="Add"/>
	<input type="checkbox"/> hard working <input type="button" value="Add"/>
bad communication skills	<input type="checkbox"/> enough money <input type="button" value="Add"/>

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LIMITATIONS

- User can add 'SWOTs' in their previously defined goals but cannot edit them.
- User cannot edit the rating of(SWOT) of previously defined goals.
- User cannot delete the previously defined goals.

FUTURE ENHANCEMENT

- Option to delete previously defined goals can be added.
- Option to edit SWOTs of previously defined goals can be added.
- Option to edit rating of SWOTs can be added.

CONCLUSION

- A realistic recognition of the weakness and threats that exist for your effort is the first step to countering them with a robust and creative set of strength and opportunities. A SWOT analysis identifies your strength, weakness, opportunities and threats to assist you in making strategic plan and decision.
- SWOT is a simple yet comprehensive way of assigning the positive and negative force within and without your organization, so you can be better prepared to act effectively. The more stakeholders you involve in preparing the SWOT, the more valuable your analysis will be.
- Whatever course of action you decide on, the four-cornered SWOT analysis prompts you to move in a balanced way throughout your program. It reminds you to:
 - Build on your strength.
 - Minimize your weakness.
 - Seize opportunities

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