SWOTT Analysis February 26, 2018

BUS/475

University Of Phoenix

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SWOTT Analysis

 SWOTT analysis is important in helping to ensure that there is the strengthening of the operations of the company. The strategies that the company creates are focused on dealing with the changes in the environment and this guides the operation of the company. The soap industry is quickly changing, and this creates the need to observe the changes in the market and the development of the changes that help in focusing on the performance of the company in the market. With SWOTT analysis there is increase in the usage of the resources, and this means the constant analysis of the markets and the potential of the company in the growth measures. It manages the competitive strengths, and the utilization of the changes in the long run and this helps in the improvement of the different assignments and the improvement of the different shortfalls.

**SWOTT Analysis**

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| Factor | Strength | Weakness | Opportunities | Threats | Trend |
| Industry Changes | The increase in the demand of the product leads to increased sales | The volatility of the industry affects company operations | The increase in demand helps in targeting of the emerging markets | The changes in the industry increase competition | The changing environment leads to the creation of new strategies |
| Legal and Regulatory | The company has a team that adapts to the changes in the environment | The company might face challenges in the intellectual properties | Patenting of the technologies to increase adaptability | Regulation of the products | Impact of technology in the operation |
| Global | The globalization strategies are important in the management of company operation | The need to focus on the changing environment | Increased demand leading to improvement of the production process | Increased competition | Enhanced globalization strategies |
| Economic | Increased demand improving the target markets | Increased competition in the market | Expansion in the developing markets | Unexpected changes in the economy that might lead to losses | Improvement in the recovery of the economy.
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| Technological | Quick adoption of new technology
 | Employee training improving the needs for technology adoption | Increase the company operation towards the management  | With the improvement in technology, new entrants are a threat
 | Access to technology would help in focusing on company growth |
| Innovation | Innovative measure increase competition | Changing technology is costly | Improved products | Competition  | Continuous innovation helps in improving competition |
| Social | The changes in the consumers’ needs creates the need to focus on the product | Need for research and development  | Identification of the consumer changing needs | Increased costs | Constant research and development |
| Environmental | The changing in the environment improves the profitability of the company | Changing environment necessitates for the change in the company operations | Improved demand leading to increased profitability | Increased rule and regulations | Constant changes in the rules to regulate the industry |
| Competitive analysis | The company needs to focus on the opportunities of being a leader in the market. | Emerging companies in the market increasing competition | Improvement of the products to maintain customers loyalty | Changes in the capital structure | Increased competition in the industry. |
| Strategy | Development of strategies that enhance competition | Inclusivity of the strategies | Improvement of strategy process | Competitor strategies | Constant improvement of strategies |
| Structures | Stable structures | Inclusivity of the employees | Increased profitability | Enhanced management | Constant evaluation of the company strategy |
| Processes and systems | Robust systems | Likelihood of system attacks | Improved changes in the operation of the company | Competition in the market | Constant changes in the analysis of the company operations |
| Resources | Productivity of the company resources | Development of the company operations | Improved knowledge of the employees | Increased costs to the company | Development of the company resources |
| Goals | Clear definition of the goals | Lack of proper communication to employees | Inclusivity in the development of the goals | Constant change in the environment | Constant reengineering of the company goals |
| Strategic Capabilities | Increased definition of the employee roles | Increased employee turnover | Enabling of definition of the responsibilities of employees | Increased competition | Improving the satisfaction of employees to retain talent. |
| Culture | Company culture focused on innovation | The improvement of the employee's contribution lags behind
 | Improvement of the company culture | Reduction in the employee's retention levels
 | Continued efforts to improve company culture. |
| Technologies | Embracing of changing technology | Increased costs in the company | Embracing of the changes in the production process | Increased costs | Constant update of technology |
| Innovations | Improved opportunity to increase competition | Increased costs to the company | Improved product quality | Increased competition | Continuous incorporation of innovation in the company culture |
| Intellectual property | Patenting of the company formula | Analysis of the changing regulatory framework | Improved operations | Threat of competition | Improved competitiveness in the market |
| Leadership | A leadership team helps in improvement of the company operations | The management roles are changing to adapt to the changing environment | Gaining the loyalty of the customers helps in the improvement of company operation | Losing the management team might affect company operation | The stability of the leadership team is important in increasing performance. |

**Economic, legal, and regulatory forces and trends**

 To enhance the success of the company it is important that there is focus on the company strategies and the factors that affect the operation of the company. The economic elements that enhance the changes in the operation of the company are essential as they help in the management of the strategies that the company sets in its operation. The economic trends such as the increase in the productivity of the company are enhanced by the increase in the demand for the products and this guides the roles that the company sets in the market. The regulatory framework provides the laws that the company should adhere to, and this involves the laws on taxation and the development of the measures that encourage the separation of the different matters in the management of the ability of the company. The authorization of the access to the different innovative measures in the manufacturing of soap is essential as it helps in the management of the standards of the company and the adaptation to the changes taking place in the environment (Matear & Hunter, 2009). The new operation systems and the success of the business are dependent on the changes in the business environment, and this provides a clear consistency in the revenues of the company. The approaches that the company develops focus on the adjustment of the revenues and the areas where there is increased competitiveness in the long run. The production of quality products is important as it ensures that there is an expansion of the business and analysis of the trends in the improvement of profitability.

**Adaptation to Change**

 The company is quick to adapt to change, and this involves the continuous setting of goals that help in the management of the capacity of the company in production and in the utilization of capital. The potential of the company in the improvement of the revenues of the company is important as it ensures that there is observation of the changes taking place in the environment and the allocation of the resources towards the development of the strengths of the company. There is focus on the competitive factors in the soap manufacturing process and this entails the completion of the strengths of the company in competing in the market. In the case, there is the adjustment of the different production processes where they are found to be insufficient in enhancing competition in the market. The determination of the resources of the market is important in enhancing the adaptation of the company to the changing industry, operation, and this is important in the management of the changes and the utilization of the company strengths in the growth sectors (Bull et al., 2016). It is important that there is guidance on the changing consumer needs and the attitudes towards the manufacturing of the soap as this guides the company in the production process and the development of the factors that improve the technological approach of the company.

**Supply Chain Management and Company Competencies**

 The company has managed to achieve different milestones, and this is enhanced by the production process and the management of the changes in the supply chain. The improvement of relationships with the suppliers helps in increasing the changes that the company implements and improves the efficiency of the delivery of the products to the consumers. It helps in the management of the role of the employees and the analysis of the sustainability of the company. The competencies of the company in the improvement of the manufacturing process through the management of wastes and emissions are necessary as it encourages the ability of the company to interact with the consumers in the market (Kotsiubivska Kateryna & Hrushyna Alina, 2017). The adoption of technology in encouraging the cleanliness of the environment is important as it enhances the changes in the packaging and the production of the goods in the long run. The company ensures that there is an analysis of the different bases of the products and this enhances the changes and the contribution of the company to the protection of the environment. It ensures that there is the development of comprehensive approaches that manage the changes in the environment and encourages the increase in sustainability in the long run. The management of the roles of the employees and the specification of the suppliers that the company works with is important in the improvement of the efficiency of the company in the long run. It encourages the development of strategies that improve the company profitability.

**Internal Organizational Considerations**

 In the development of the operations of the organization, the consideration of the internal factors is essential as it assists in enhancing the competitiveness of the company in the long run. The company ensures that there is the development of the culture and the structures of the organization and this helps in the accommodation of the changes taking place and the focus on the complexities that arise in the environment. The company ensures that there is solving the different issues that arise among the employees and these guides the innovation and the creativity measures that the company implements (Kotsiubivska Kateryna & Hrushyna Alina, 2017). The identification of the different strategies is important as it helps in the development of the forms of competition and the analysis of considerations that help in the management of the company finances. It guides the budgeting of the company production process, and this helps in the improvement of the operations of the company in the long run.

**Major Issues and Opportunities for the Company**

 The issues that the company is likely to face are the improvement of technology, and this involves focusing on the environmental changes and the variation of the products from that of the competitors. The increase in demand for the bar soap gives the company an advantage that helps in focusing on the changes taking place and in the management of the culture of the company. The opportunities include the expansion of the company that is enhanced by the growing demand, and this helps in the management of the operations of the company and the improvement of the operations in the long run. The processes and the systems of the company are important in helping to improve the operation of the organization and in the management of the different changes in the organization.

References

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