

presentation

by Godfred Yankey

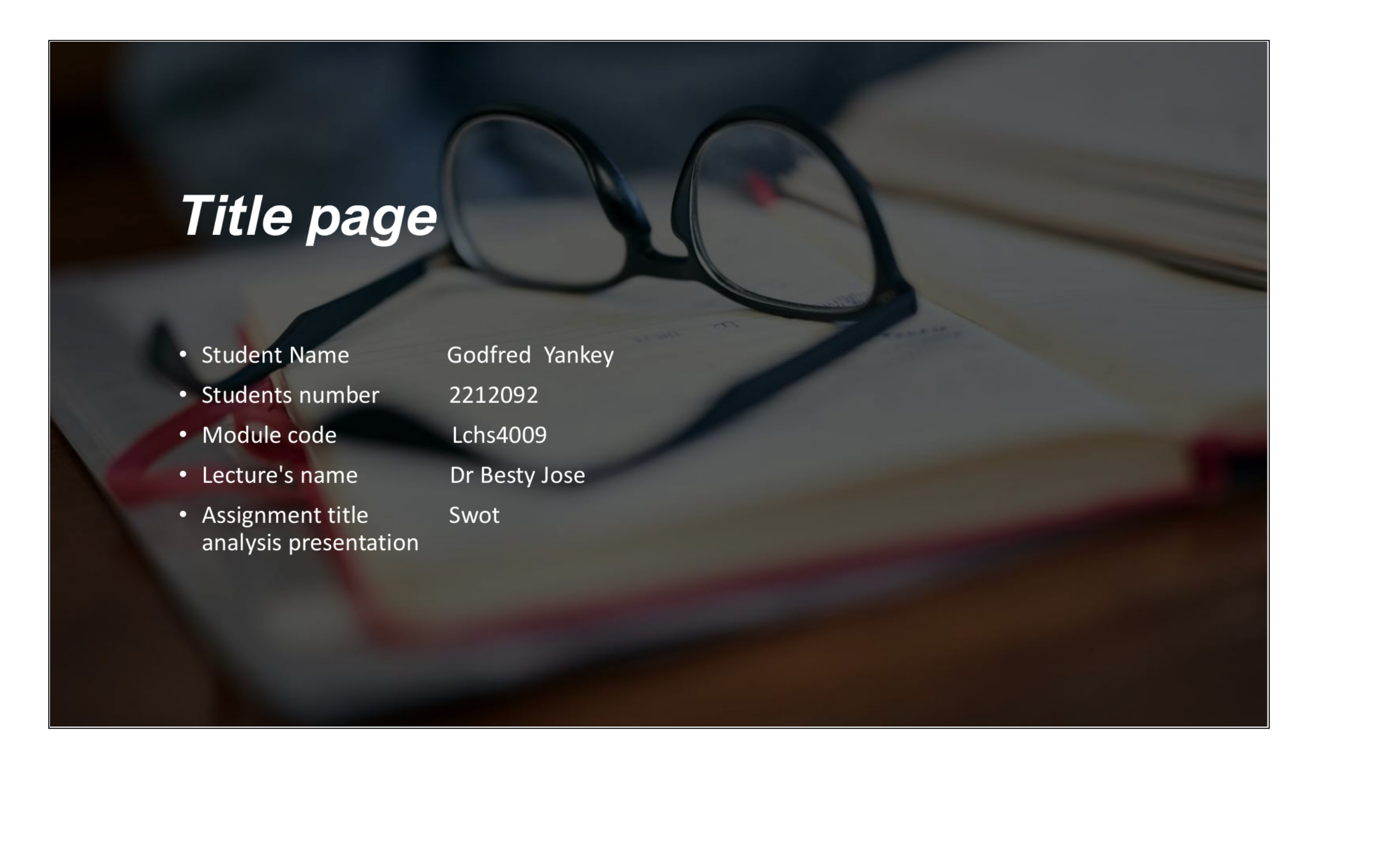
Submission date: 03-Jul-2023 12:39AM (UTC+0100)

Submission ID: 209742225

File name: 40459_Godfred_Yankey_presentation_504318_1644542787.pptx (6.23M)

Word count: 708

Character count: 4552



Title page

- Student Name Godfred Yankey
- Students number 2212092
- Module code Lchs4009
- Lecture's name Dr Besty Jose
- Assignment title Swot
analysis presentation

introduction



DEFINE SWOT-
REFERENCE



PURPOSE



BENEFITS

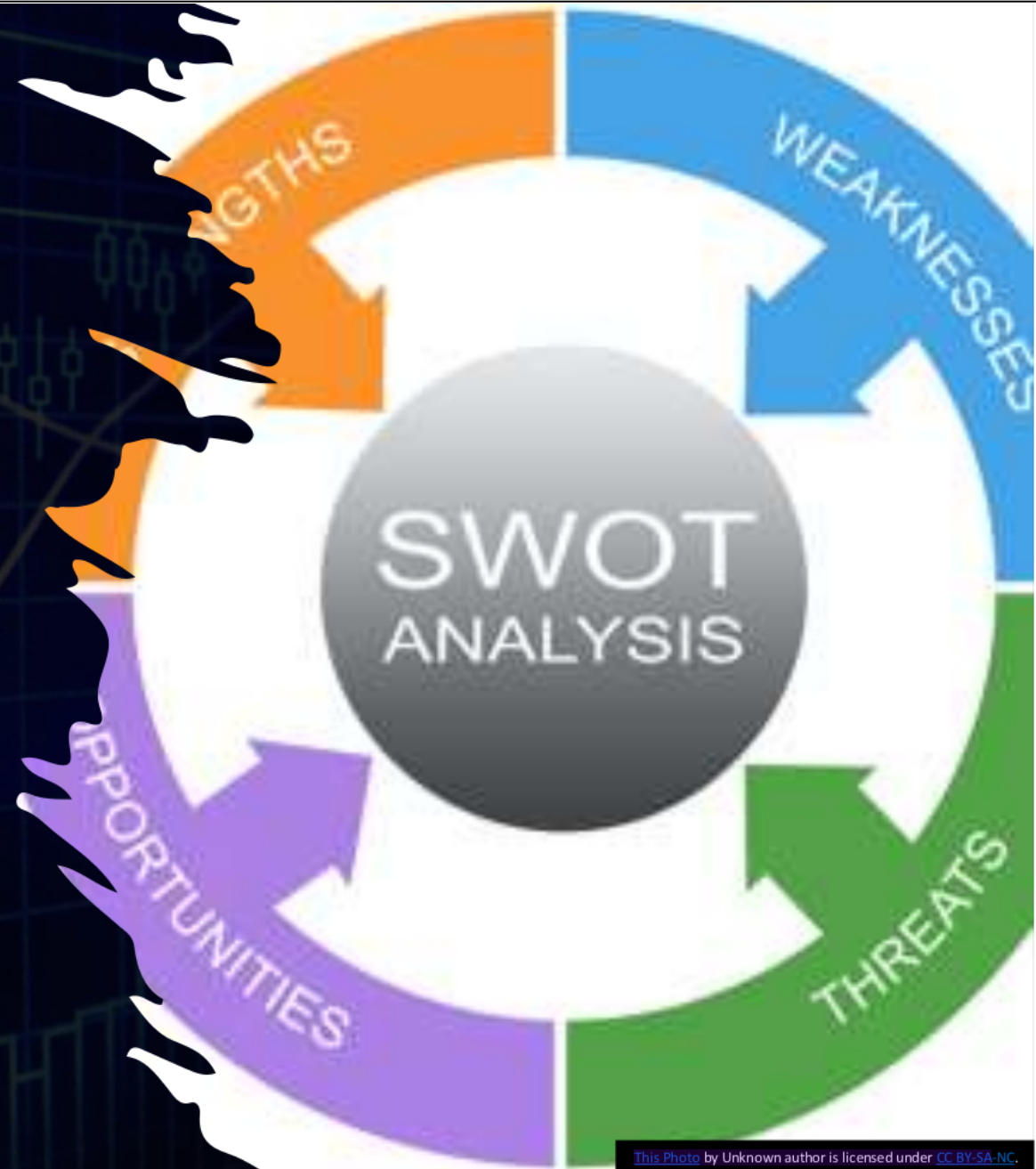


INTRODUCE YOUR
PRESENTATION.

Meaning of Swot analysis

Swot simply means, Strength, weakness, opportunity and threats but it goes beyond that.

² Swot analysis is a strategic framework that helps individuals and organizations evaluate their internal strengths and weaknesses and external opportunities and threats. ⁵ It provides a structured approach to understanding the current state and future potential of a person or entity. ³



This Photo by Unknown author is licensed under CC BY-SA-NC.



strenght

Strengths are the internal factors that give individuals or competitive advantage or unique capability.

Identifying and leveraging strengths is crucial for success and growth.



Weakness

- Weaknesses are internal factors that hinder an individual's growth and to work on it. These can be areas that require improvement or where the person or entity lags behind its competitors. It's important to honestly assess weaknesses to identify areas for development and minimize their impact.

STRENGTH

- .Empathy and compassion to the clients.
- .Good communication with clients
- .Critical thinking
- .teamwork
- . Physical and emotional stamina
- .multitasking
- . Confident
- .Administering of medication
- .patience
- . Problem solver
- .Helping others in need

WEAKNESS

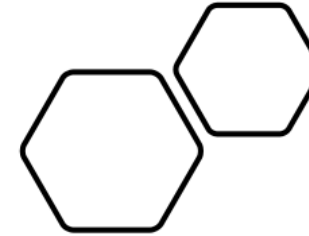
- .quick temper
- .ability to delegate
- .abusive words
- .public speaking
- .self criticism
- .too much responsibility
- .struggle to say no to people
- .easily trust people

OPPORTUNITY

- .job vacancy
- .financial support
- .job promotion
- .education/gain skills

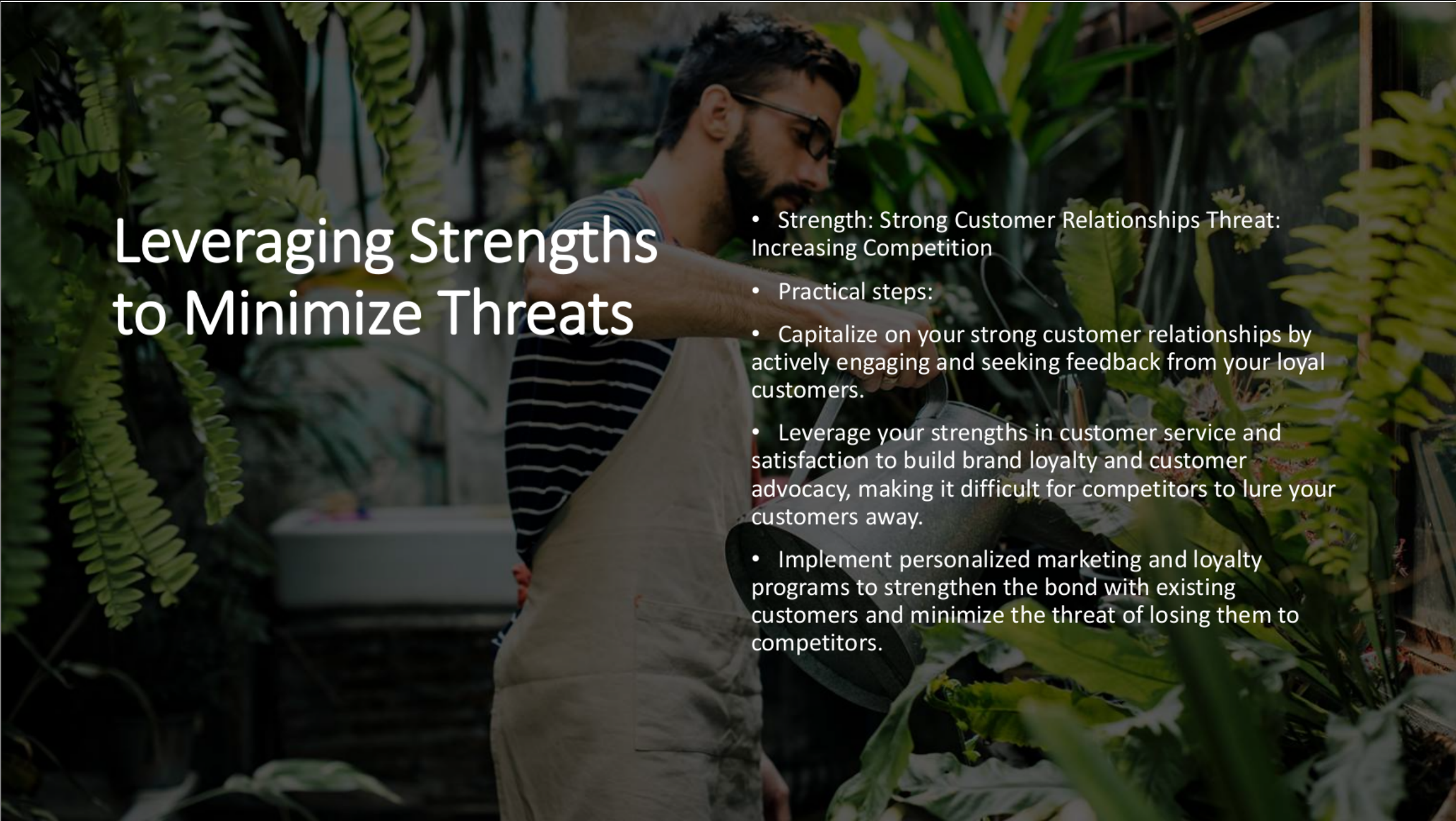
THREATS

- .time management
- .rising cost
- .intimidation
- .physical violence
- .harassment



How you could leverage your strength to overcome your weakness to minimize threats

- Example: Leveraging Strengths to Overcome Weaknesses
Strength: Strong Analytical Skills
Weakness: Lack of Marketing Experience
- Practical steps:
 - Utilize your analytical skills to conduct market research and analyse consumer trends, competitor strategies, and target audience preferences.
 - Leverage your strength in data analysis to identify gaps in the market and potential opportunities for product development or marketing campaigns.
 - Seek partnerships or collaborations with marketing professionals or agencies to complement your weakness in marketing expertise.

A man with a beard and glasses, wearing a striped shirt and a light-colored apron, is watering a variety of lush green plants in a greenhouse. He is holding a silver watering can and pouring water onto the foliage. The background is filled with various types of ferns and other tropical plants, creating a dense and vibrant environment. The lighting is soft and natural, highlighting the textures of the leaves and the man's focused expression.

Leveraging Strengths to Minimize Threats

- Strength: Strong Customer Relationships Threat: Increasing Competition
- Practical steps:
- Capitalize on your strong customer relationships by actively engaging and seeking feedback from your loyal customers.
- Leverage your strengths in customer service and satisfaction to build brand loyalty and customer advocacy, making it difficult for competitors to lure your customers away.
- Implement personalized marketing and loyalty programs to strengthen the bond with existing customers and minimize the threat of losing them to competitors.

Utilizing Opportunities with Strengths

- **Strength: Creative Problem-Solving Skills Opportunity: Rising Demand for Sustainable Products**
 - **Practical steps:**
 - Utilize your creative problem-solving skills to develop innovative and eco-friendly product solutions that meet the rising demand for sustainability.
 - Leverage your strength in communication to effectively market and position your sustainable products, highlighting their unique features and benefits.
 - Collaborate with environmental organizations or experts to enhance your products' sustainability credentials and tap into their networks for wider reach and impact
-



Don't wait for the right opportunity: create it.

George Bernard Shaw

This Photo by Unknown author is licensed under [CC BY](#).

Benefit of swot analysis

These are some typical benefit of swot analysis

- Enhanced Communication and Collaboration
- Adaptation to Change
- Increased Self-Awareness:
- Risk Assessment
- Decision Making
- Identifying Competitive
- Strategic Planning
- Identifying Competitive Advantage

Summary or conclusion

- Overall, SWOT analysis provides a structured approach to understanding the internal and external factors affecting an entity. It facilitates strategic decision-making, risk management, and the identification of opportunities for growth and improvement.
- Capitalize on your strong customer relationships by actively engaging and seeking feedback from your loyal customers
- Capitalize on your strong customer relationships by actively engaging and seeking feedback from your loyal customers.
- Capitalize on your strong customer relationships by actively engaging and seeking feedback from your loyal customers.

Reference / source



Gupta, & Mishra, R. P. (2016). A SWOT analysis of reliability centered maintenance framework. *Journal of Quality in Maintenance Engineering*, 22(2), 130–145. <https://doi.org/10.1108/JQME-01-2015-0002>



Agarwal, Grassl, W., & Pahl, J. (2012). Meta-SWOT: introducing a new strategic planning tool. *The Journal of Business Strategy*, 33(2), 12–21. <https://doi.org/10.1108/02756661211206708>



Is SWOT analysis still fit for purpose? (2015). *Strategic Direction* (Bradford, England), 31(4), 13–15. <https://doi.org/10.1108/SD-02-2015-0024>

presentation

ORIGINALITY REPORT

13%
SIMILARITY INDEX

1%
INTERNET SOURCES

0%
PUBLICATIONS

13%
STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Southern New Hampshire University - Continuing Education Student Paper	4%
2	Submitted to Wilmington University Student Paper	3%
3	Submitted to Herbert Hoover High School Student Paper	2%
4	Submitted to University of Florida Student Paper	2%
5	Submitted to University of Derby Student Paper	1%

Exclude quotes

On

Exclude bibliography

On

Exclude matches

Off