**IECEx ExPCC Strategy - SWOT Analysis**

**Strategic Question**

What are the Strengths, Weaknesses, Opportunities, and Threats of the current industry/market sectors in which we operate and whether or not our offered services satisfy their needs?

**SWOT Analysis**

Please start with the first bullet point in the Strategic Questions above and apply the questions

**Strengths (internal, positive factors)**

Strengths describe the positive attributes, tangible and intangible, internal to your organization.

* What do we do well?
* What internal resources do we have? Think about the following:
  + Positive attributes of people, such as knowledge, background, education, credentials, network, reputation, or skills.
  + Resources of the organization, such as stakeholders, existing customers or technology.
* What advantages do we have over our competition?
* Do we have strong research and development capabilities?
* What other positive aspects, internal to the organization, add value or offer a competitive advantage?

**Weaknesses (internal, negative factors)**

Weaknesses are aspects of our organization that detract from the value we offer or place us at a competitive disadvantage. We need to enhance these areas in order to compete with our best competitors.

* What factors that are within the organizations control detract from its ability to obtain or maintain a competitive edge?
* What areas need improvement to accomplish the organization objectives or compete with your strongest competitor?
* What does the organization lack (for example, expertise or access to skills or technology)?
* Does our organization have limited resources?

**Opportunities (external, positive factors)**

Opportunities are external attractive factors that represent reasons our organization is likely to prosper.

* What opportunities exist in the organization’s market or the environment that it can benefit from?
* Is the perception of our organization and its offerings positive?
* Has there been recent market growth or have there been other changes in the market that create an opportunity?
* Is the opportunity ongoing, or is there just a window for it? In other words, how critical is our timing?

**Threats (external, negative factors)**

Threats include external factors beyond the organization’s control that could place its strategy, or the organization itself, at risk. There is no control over these, but the organization may benefit by having contingency plans to address them if they should occur.

* Who are our existing or potential competitors?
* What factors beyond our control could place the organization at risk?
* Are there challenges created by an unfavorable trend or development that may lead to deteriorating revenues?
* What situations might threaten marketing efforts?
* What about shifts in consumer or stakeholder behavior, the economy, or government regulations that could impact the organization?
* Has a new product or technology been introduced that makes our services obsolete?

If possible please use to the tables provided below for the SWOT analysis and provide at least three inputs into each of the four boxes below.

|  |  |
| --- | --- |
| **Strengths**   * … * … | **Weaknesses**   * .. * … |
| **Opportunities**   * … * … | **Threats**   * .. * … |

Now consider

1. how the Strengths can be used to exploit the Opportunities
2. which Weaknesses are most vulnerable to Threats and plan action to remove Weaknesses or to counter Threats