

Meetings with Filipino Associations – Florence / Rome October 3 & November 7, 2010

How to develop a project's idea
From the analysis of the needs to the
formulation of a project

THE SWOT ANALYSIS / 1

SWOT ANALYSIS



THE SWOT ANALYSIS / 2

SWOT analysis is a [strategic planning](#) method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats involved in a [project](#) or in a [business](#) venture.

It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. The technique is credited to [Albert Humphrey](#), who led a convention at Stanford University in the 1960s and 1970s.

THE SWOT ANALYSIS / 3

- ❑ A SWOT analysis must first start with defining a desired end state or objective. A SWOT analysis may be incorporated into the strategic planning model.
 - ❑ **S**trengths: attributes of the project & implementing agency that are helpful to achieving the objective(s).
 - ❑ **W**eaknesses: attributes of the project & implementing agency that are harmful to achieving the objective(s).
 - ❑ **O**pportunities: *external* conditions that are helpful to achieving the objective(s).
 - ❑ **T**hreats: *external* conditions which could do damage to the objective(s).
 - ❑ Identification of SWOTs are essential because subsequent steps in the process of planning for achievement of the selected objective may be derived from the SWOTs.
 - ❑ First, the decision makers have to determine whether the objective is attainable, given the SWOTs. If the objective is NOT attainable a different objective must be selected and the process repeated.
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