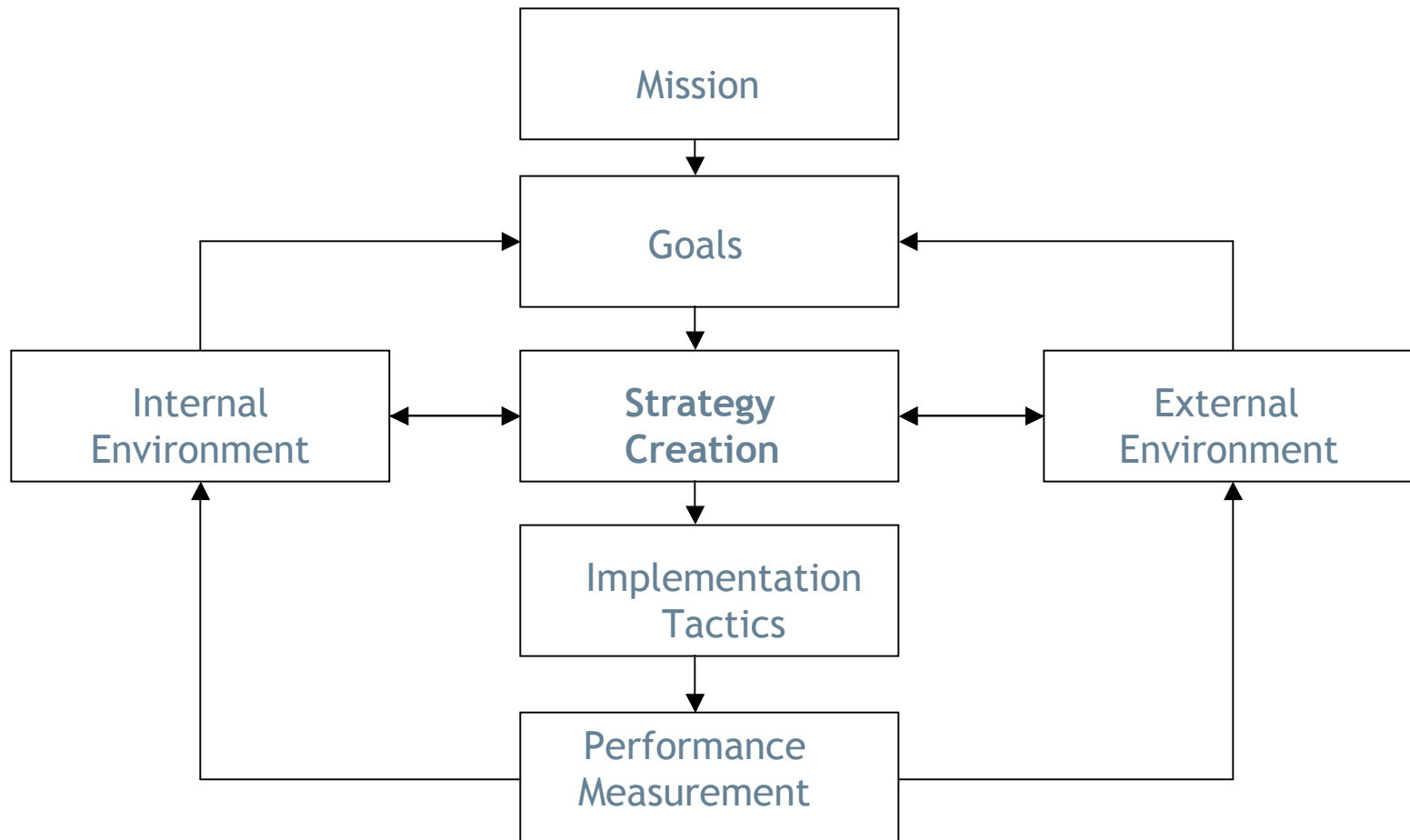
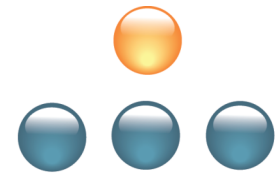
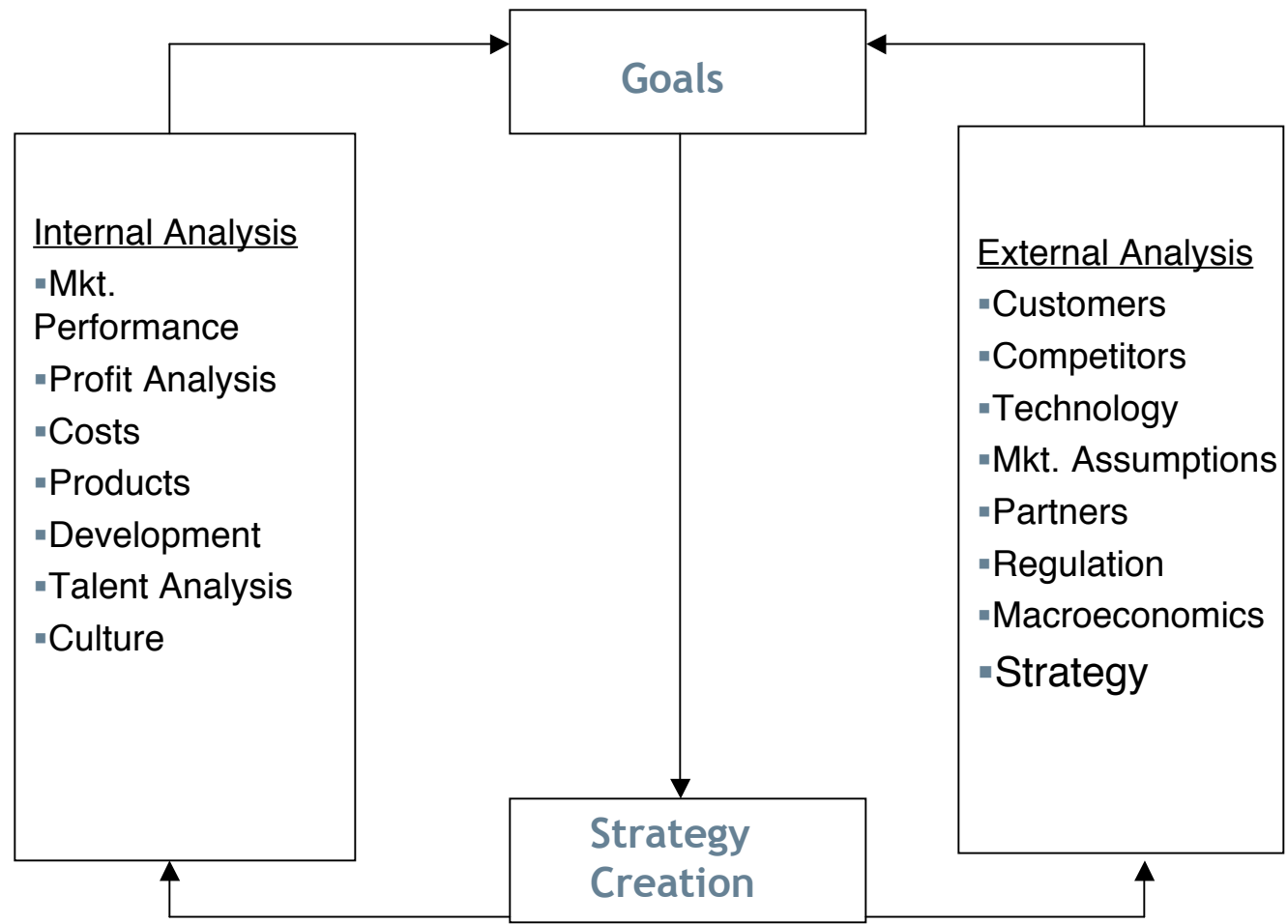
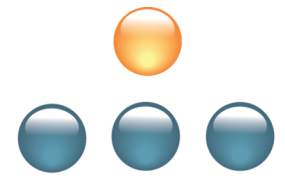


Manager Tools SWOT Basics

Abstract: Where Strategy Fits

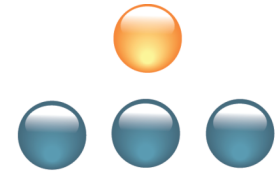


External and Internal Analysis



**Competitive Leverage
and Action Decision**

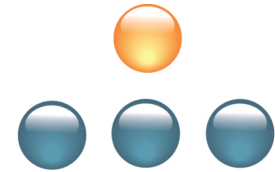
External Analysis Opportunities and Threats



▪ Who Are Our Existing Customers?

- What Is Their 3-5 Year History With Us and Market?
- Analyze by Size and Scope
- How Is Their Market Growing?
- Customer SWOT
- Analyze Relationships With Key Personnel
 - Include Personnel Changeover
 - Key Personnel Include Externals
- What Is Their Perception of Our Value/Competitive Advantage?
- What Relationships Do They Have With Competitors?

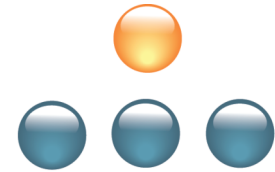
External Analysis Opportunities and Threats



▪ Who Are Our Competitors?

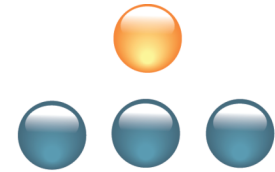
- Analysis By Division
- What Is Their Market Share (How Is Market Defined?)
- What New Entrants Were There In Past 12-18 Months?
- How Do They Segment Their Market?
- Who Are Their Key People?
- Competitor SWOT
- What Are Their Key Competencies Vs. Us And Others?
- What Are Their Key Products?
 - New Products/Services/Strategies
- What Are Their Key Market Relationships
 - With Customers
 - With Technology Providers
- What Is Their Market Direction?
 - Which Customers Do They Most Want to Grow?
- What Merger/Acquisition Activity Is Possible?

External Analysis Opportunities and Threats



- **What Market/External Forces Are There to Consider?**
 - What Could Our Competitors Do That Would Be Significant?
 - How Would A Domestic Terrorist Attack Affect Our Customers/Us?
 - How Will Another High Cost Natural Disaster Affect Us?
 - How Will Potential Political Trends Affect Us?

Internal Analysis Strengths and Weaknesses



- Current Performance Metrics Review

- Analysis By Division By Customer

- Profitability -Margins By Customer, Project and Contract Share

- Growth Prospects and Plans

- Personnel Relationship Analysis -Strength, Tenure, Retention

- Solutions Involvement and Alignment

- Personnel Analysis

- Overall Strengths and Concerns

- Key Hires and Losses

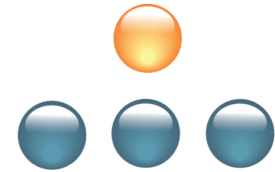
- Map To Key Customers

- Development Issues

- Best Practice Discussion

- Solutions Investments

Internal Analysis Strengths and Weaknesses



- **Best Practices**

- By Division
- What Are We Good At/What Can We Leverage?

- **Internal Financial Implications**

- Scenario Discussion of Potential Marketplace Issues
- Competitor Actions
- Personnel Retention
- Customer Reactions