

SWOT Analysis



Link to digital tool	SWOT
Level of knowledge	Basic general knowledge
Learning objectives	Complete a SWOT Analysis using online, digital tools.
Linked to module	5
Description of the tool	<p>SWOT is a free and easy-to-use online tool for analysing your business' strengths and possible points for improvement. More specifically, SWOT stands for Strengths, Weaknesses, Opportunities, and Threats and it can help a business analyse its general and specific needs.</p> <p>You can start simply by signing up using a Google account and choosing a template for your SWOT analysis. There are some examples and video tutorials on how to use SWOT on their website.</p>

www.diothercity.eu | [#DiOtherCity](https://twitter.com/DiOtherCity)

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).





How to use the tool as part of the course	<p>A SWOT analysis is a simple business tool that can help you to maintain successful business management and to identify your strengths as well as the main points that need improvement.</p> <p>Completing a SWOT Analysis using an online tool, like SWOT, is a quick and easy way to keep track of your company's performance and to identify new business opportunities for your company.</p> <p>Here, for example you can find an example of a SWOT Analysis for Starbucks.</p>
--	---

www.diothercity.eu | #DiOtherCity

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

