**SWOT分析シート**

この分析手法は、ビジネス戦略を立てる際に、成功要因を導く為に使用します。  
また、この分析を行う事で新規ビジネス考察の機会に気付くことが出来ます。  
効率的な分析結果とする為には、SWOTのそれぞれの分野をすべて掛け合わせるクロス分析を行う必要があります。

①箇条書きでそれぞれの欄に自社の事項を書き出してください。思いつく限り、複数記載する事が望ましいです。

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| **SWOT分析** | |
| S　強み | W　弱み |
| O　機会 | T　脅威 |

②思いつく限りすべて書き終えたら、クロス分析を行います。  
こちらも、箇条書きなど、短文で思いつく限り記載します。

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| S×O＝　強みにレバレッジを掛け、ビジネスチャンスを発見する |
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| S×T＝　強みを生かし、脅威を減らす為の戦略を練る |
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| W×O＝　弱みを最小限にし、ビジネスチャンスを増大させる方法を発見する |
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| W×T＝　弱点を克服し、脅威を減らす方法を発見する |
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③クロス分析を終えたら、全体のまとめを記載します。  
これが、事業戦略の骨子となります。

実際の分析例:

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| **SWOT Analysis** | |
| Strengths   * Trading and Manufacturing * Own PFL, offset and RFID line * Over 50 years operation for trading * Group sales total over 10 million USD * Have nomination for RBO * Expand Manufacturing part with JV * UK, US, HK, BD, INDO, Cambodia, HK, JP and China. * Competitive price from own factory with high quality. | Weaknesses   * Lack of management skill staff * Rely on one country client * Low perception in market * Long time process for decision * Only one Authority * Capital adequacy ratio * Supply chain development * Sales strategy and activities * Complicated report structure * High stuff turnover |
| Opportunities   * New product Market (RFID) * Stock management change * Not only garment industry but also other retail industry use RFID * JV plan in BD and Cambodia * US and EU market * China market will open soon * Near to production sourcing area * Nomination of RBO in JP * Manufacturing line request from client | Threats   * Price competition * Tax regulation for import/export * Machine trouble and back up * Big competitor got into the market * Client’s hesitation for RFID install * Inlay model change * Competitor’s JV * Loss of Human Resource * Management strategy lacking * International staff lacking |

Here is the cross analyzation of the SWOT chart.

Strength × Opportunity = Method of leveraging the strengths to find opportunities.

・Focus to establish factories in South East Asia countries. Suggested areas for the new factories are Sri Lanka, Vietnam, Myanmar, India and Pakistan.

・Direct sale activities from factory to local area.

Strength × Threat = Method of utilizing the strengths to reduce the threats.  
 ・Accept small quantity order.

・Speedy delivery.

・Cost control and competitive price supply. (On a factory by factory basis)

Weakness × Opportunity = Methods to reduce the weaknesses to increase opportunities.

・Put RFID tag as top priority product. (New technology item)

・Install sales teams in all business activity area.

Weakness × Threat = Method of overcoming the weaknesses to reduce threats.

・Focus on the global market to attain new clients.

・Empowerment to each country's management to allow flexible command.

This assessment result is showing that X.X.X. should accelerate globalization with production of RFID tags. For the globalization process, X.X.X. needs to consider the recent management style, because there is limitation to manage intensively at one place for the diverse markets. Also, X.X.X. needs marketing of the corporate brand to increase sales.