

## 1: SWOT Analysis Recommendations & Identified Opportunities | [www.enganchecubano.com](http://www.enganchecubano.com)

*The conclusion of the SWOT Analysis is a concise statement of the current Situation faced by the organization - the Strengths & Weaknesses of the organization and Opportunities and Threats faced from outside the organization.*

**Brand Image** – A strong brand image is a key strength for any brand. Over time, Nike has built a strong image as an ethical and customer oriented business. It is an innovative brand that is also known for its excellent marketing and for good quality products. Its swoosh logo sets it apart from the crowd of businesses. **Excellent Marketing capabilities** – Marketing can be a source of competitive advantage in this era. A very large part of the entire battle is being fought in marketing and marketing capability of a brand determines its sales and revenue. Not just Nike, its competitors are also focusing heavily on marketing. Apart from innovative marketing and advertising, the brand spends a heavy sum on marketing. Nike is now relying increasingly on digital and social media advertising. In the fiscal year , the brand achieved record growth in revenues and earnings per share despite continuing foreign currency headwinds. Its number of non US retail stores has climbed to Total number of Nike brand factory stores is now and that of brand in line stores is The number of Converse stores internationally has also grown to Large and well managed supply chain and distribution network – A large and well managed supply chain and distribution network is also among the key strengths of Nike. For a well known sports shoe and apparel brand, Nike has a quite big and well managed supply chain and distribution network. It relies almost totally on independent manufacturers for the production and supply of its products. The brand works with more than suppliers across 42 nations and has strategic partnership with apparel factories in 37 countries and footwear factories in 15 countries. Asia has the highest number of Nike suppliers and especially in China, Indonesia and Vietnam. The brand has stores internationally of which around a third are in US and two third outside US. The brand has Nike and Converse websites in 45 countries and is working on new innovative models to extend its reach closer to the customers. **Overdependence on the US market** – The brand still depends heavily on the US market for sales and revenue. While the brand has expanded fast overseas, the US market is its biggest source of income. **Increasing marketing and overhead operating expenses:** Rising competition in the spots shoe and apparel market has caused an increase in the marketing related expenses of Nike. In and , it spent more than 3 Billions on marketing. There was a rise of more than 60 million in marketing expenses of Nike from to Operating overhead expenses for and were higher than 7 Billion for Nike. **Digitization and product innovation** – For further growth, the brand must continue to retain its focus on digitization and product innovation. Digital marketing and ecommerce both will affect its growth and profits. Its competitors are also investing in these areas and they will continue to affect the consumer experience of Nike as well as its sales and profits. **Acquisitions** – Acquisitions can also be a good method to find growth faster. The brand can grow faster by acquiring related businesses. **International expansion** – International expansion can also be great for faster growth. Nike is currently operating its ecommerce websites in only 45 countries. It can exploit both ecommerce and physical retail channels for international expansion. Asia is particularly a fast growing market full of space and opportunities for market growth. **Backward integration-** Nike currently relies totally on independent manufacturers for the production and supply of its products. It can either acquire a few of them or build some of its own which will help it have a more agile and stronger supply chain and find faster growth. A stronger US dollar increase inventory cost and reduces the consolidated earnings of Nike. In both and , the detrimental effect of fluctuation in foreign currency was felt by Nike. **Increased competitive pressure** – The competitive pressure over Nike has also kept increasing requiring higher investments in marketing as well as operations. Adidas and Under Armour are also investing heavily in innovation and marketing creating competitive pressure on Nike. To manage the competitive pressure Nike will have to retain its focus on product quality, innovation and supply chain management. It spent more than 3 billion on marketing in The company is also experiencing higher wage related and compensation expenses. **Higher legal pressures** – The legal pressures over businesses have grown globally leading to higher pressure related to ethics and compliance. This has also led to an increase in compliance related costs for Nike. Failure to comply with

regulatory standards can lead to financial and reputational risks. Nike is the biggest sports shoe and apparel brand of the world which has focused on product innovation and marketing for growth. Its excellent marketing capabilities have held it apart from the crowd of brands. Its e-commerce websites are now active in 45 countries. However, despite its international growth the brand still relies heavily on US market for revenue and income. A stronger US dollar and continued tightening of the regulatory net are some of the most important threats before the brand. Competitive pressures against the brand have also kept rising. To retain its growth rate, the brand must retain focused on product innovation and marketing. It can also try backward integration since it depends heavily on independent manufacturers in its supply chain.

## 2: How To Use SWOT Analysis or SOAR Analysis - SlideModel

*»¿ SWOT Analysis SWOT Analysis on ability to find a job after graduation Introduction A SWOT analysis stands for strengths, weaknesses, opportunities, and threats. The strengths and weaknesses show internal resources or capabilities as well as internal deficiencies.*

In recent times, many organizations have used both methods while others have substituted one strategy with the other. These two will be juxtaposed in this article and we will show some examples of how to present them to your audience. At the same time, the threats that the organization is likely to face are listed and analyzed providing an effective remedy. In the human resources area, it is also very popular applied in an individual level; this strategy will help employees in developing their career in a way that best exploits their talents and abilities. This happens because of the focus it sets to the analysis team on forcing the advent of opportunities, looking at the external environment. Also, the weaknesses of the organization are well understood by the management and hence can be managed easily, protecting important market assets, customers and even employees. Focusing on the acronym, the first two strengths and weaknesses are usually internal factors of an organization while opportunities and threats in most cases will act as the external factors. While carrying out your analysis using this technique, you should at least focus on the following: An organization should be able to focus on what it is better in than its competitors. The advantages the organization has should also be listed. The management should also be able to come up with the unique selling proposition of the organization. That way, all the strengths will be listed from an internal view, an external view client-view and the market view in relation to the competitors and the factors of production. On this pillar, the organization should keep the focus on the things that the external parties such as the clients and the competitors view as the weaknesses of the firm. The possible improvements should also be looked upon. You could also look at the things or factors that should be avoided in order to improve the profitability and propel the realization of the organizational objectives. On this pillar, it is worth noting that truthfulness is an important factor. It is better to face the reality and do the necessary amendments rather than turn a blind eye and suffer the consequences later. The organization should aim at seizing all the opportunities that are available. This will benefit your firm in terms of profitability. The changes in government policy and technological advancements should be at the fingertips. It would be ideal to focus on the strengths and weaknesses and see whether they present an opportunity to the organization. These are the obstacle that you face while in operation or changes happening in the near future that can affect or disrupt your market position. They could be the factors that your competition engages in, cash problems or the changing technology. The following PowerPoint Presentation outlines the major factors after the first run: With this 9 key phrases, a complete strategy can be outlined. Of course, a more grained definition of each factor needs to be developed. The analysis team can continue its iterations reaching more granular descriptions, as the following: However, when the organization stabilizes, it would be prudent to supplement it with other tools such as the SOAR strategy. SOAR Analysis as a Maturity Step Contrary to the focus on the weaknesses and the strengths of the organization, this strategy engages all levels and functional areas of an organization. The emphasis in this strategy is on the strengths of the organization. While conducting a SOAR analysis, these key points are essential and will facilitate its success: An organization should focus on its greatest achievement, the unique factors about the organization and the driving factors that guarantee the success of the firm. These are aimed at boosting the general morale of the staff and making sure that standards are upheld. This SOAR pillar focuses on the new markets for the organization and generally the slightest chances for improvement of the firm. For instance, the challenges should be viewed as a perfect opportunity to reframe them into gains. The organization also views the various methods that it will differentiate itself and stand out from the competitors. This is the tool that mainly dives the firm towards an attainment of its goals. The firm should focus on the initiatives and processes that are geared towards success. Most of the time, the strengths and opportunities will act as the aspirations as they will offer meditation and reflective moments. This is a vital pillar in this strategy as it focuses on giving indicative signals to the organization. It tells whether the organization is on the right track towards the achievement of the goals. The

firm also focuses on how to transform the success vision into a reality. When the goals have been met, the organization is motivated and the same trend is maintained. It is clear that SOAR is a more vigorous tool that can be integrated throughout the organization. The SWOT structure will focus on the competition and build the firm from scratch although larger organizations have also used it. SOAR could also be the perfect tool for the startups that are yet to identify their weakness or threats. It is also considered as an action-oriented approach. SWOT would be considered as a more of analytical approach and much time is invested if it is adopted. In that line, it would be ultimately correct to state that with the SOAR analysis approach, innovation and research are greatly motivated. On the other hand, SWOT analysis will mostly encourage incremental improvement. Clearly, the analysis is much richer and more strategically aligned. Conclusion The two methods are tools that can greatly improve the outlook of an organization. In some instances, certain organizations have adopted both of them and use them at the various levels. They are able to deal with the external forces while at the same time ensuring that their objectives are well defined. Both have their advantages and disadvantages.

## 3: Nike SWOT Analysis

*It is the culmination of much internal analysis and external research. Thinking about the outcome, one can define SWOT analysis as the extent to which a firm's current strategy, strengths and weaknesses are relevant to the business.*

Global recognition Global recognition: General Electric has ventured into the world market thus gaining global recognition for its unique goods and services. This kind of recognition has given it a competitive edge over other companies due to its ability to attract more customers. Global strength and competitiveness: GE is the biggest lender in many of the countries where it invests with exception of the United States Hurbert, GE utilizes a unique management style, whereby business operations are divided into business units. Each business unit plays a distinct role within the company and has its own independent management. This kind of management style increases productivity due to the high level of accountability and efficiency that business unit managers are expected to maintain. Diversified lines of operation: GE has invested in a wide range of products under its units. These activities range from technology, energy, automotives, and aviation and home appliances to financial services and insurance services among other undertakings. This kind of diversification shields the company from risks in case of misfortunes. GE has ventured into environmental initiatives as it embraces the green economy and increased social responsibility. This has earned a good reputation for the company which is considered socially and environmentally responsible. Following the global crisis and the serious fluctuations in fuel prices, the energy sector is not performing as expected Hurbert, Too much diversification is often considered dangerous for a company. This is because it results in over-stretching which usually slows down decision making. At GE, the numerous units require attention and could prove hard to manage if excessive diversification occurs. GE has performed several mergers in the recent past. These not only help the company to expand globally but to diversify its activities into new areas thus increasing productivity. Some of the companies include Interbanca S. Operating in an environment where stiff competition is present is a threat in itself. Just like any other company, GE risks losing its customers to competitors. When it comes to information security, every company faces a threat of losing important information through hackers, natural disasters and employee dishonesty. The global financial crisis has had an effect on most companies in the world today. The rises in prices and shrinking bank lending rates have deprived businesses of the much needed profits and capital respectively. Depictions put forth by the media on certain occurrences about a company could ruin its operations. GE has been a victim of media deception and was associated with the Enron scandal which brought a lot of criticism and loss of investor confidence. Evaluation and Analysis It is notable that GE has a number of strengths that work to its advantage by enhancing profitability. Its global recognition, strengths and competitiveness put GE at a favorable position as compared to other companies in the same sector. The use of business units for management presents an effective way to manage the expansive company. This not only reduces the possibility of overwhelming senior management with work but also promotes productivity based on accountability expected from the business unit managers. The company undertakes numerous activities which highly contribute to profitability. The strengths and opportunities however have not come without constraints. Weaknesses within the company including the poor productivity of the energy sector and flexibility threat could impact negatively on the company. In order to reduce the impact of threats and weaknesses, the company could use the strengths and opportunities to mitigate them. The efficient management can also be used to prevent loss of data through implementing proper control measures and to avoid losses which could exemplify the situation caused by the financial crisis.

## 4: Swot Analysis, Recommendations, And Conclusion | Researchomatic

*Published: Mon, 5 Dec* SWOT analysis is approach for auditing a business organization and its environment where it operates. Generally SWOT analysis is the initial stage of planning that helps policy makers and marketers to identify and focus on key issues.

These acronyms will come up though the whole course, as they impact upon all businesses that are successful and are aspiring to be. We will briefly consider these valuable business tools. To illustrate each of these business analysis tools, the following diagrams explain how they are applied and used: A good example of external opportunities and constraints is that of the building industry in the UK today. The constraint therefore is not being able to develop on green field sites while the opportunity is that of developing on brown field land. But, just as important as these three are, the greatest problem for business is threats – competition; regulation, compliance, etc. The best way of thinking about constraints and opportunities is to realise that good businesses will seek to turn constraint into opportunities, while at the same time building on existing opportunities. Organisations should use their strengths such as having a good reputation, and experience in a particular field or segment of the market coupled with good marketing and resources, to build competitive advantage. In addition it is also important to be aware of the actions of your competitors. These important forces are continually in a state of flux and any business large or small, should at regular intervals carry out a SLEPT Analysis. However, this has been adversely affected by international terrorism. This has had the impact of raising costs. This can also be achieved through a PEST analysis, i. These forces are continually in a state of change in any business. European Union EU regulations can have similar effects while the accession of new members eg Poland can bring business opportunities. The economy goes through a series of fluctuations associated with general booms and slumps in economic activity. Businesses will be more encouraged to expand and take risks when economic conditions are right, e. A major component of this is a change in consumer behaviour resulting from changes in fashions and styles. This is particularly true in terms of modern communication technologies. All businesses need to be aware of the latest relevant technologies for their business and to surf the wave of change. There are many other tools for analysis that are currently being presented in academic learning and theory, but the three given here have stood the test of time, and are universally used across business and academic settings the World over. Essay UK - [http: There are UK writers just like me on hand, waiting to help you. Each of us is qualified to a high level in our area of expertise, and we can write you a fully researched, fully referenced complete original answer to your essay question. Just complete our simple order form and you could have your customised Business work in your email box, in as little as 3 hours. About this resource This Business essay was submitted to us by a student in order to help you with your studies.](http://www.essayuk.com)

## 5: SWOT Analysis Introduction

*SWOT Analysis. In today's business scenario SWOT analysis plays a pivotal role, much of the business decision depends on this analysis. The concept was coined and developed by Prof. Albert Humphrey, who led a research at the Stanford University, the purpose of the research was to identify the reason behind the failure of corporate planning.*

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## INTRODUCTION ; THE SWOT ANALYSIS ; CONCLUSION pdf

*A SWOT analysis is a strategic management decision-making chart, which looks at a company's strengths, weaknesses, opportunities and threats from external and internal points of view, to.*

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*SWOT analysis provides a structure for analysing either your own strengths and weaknesses, and the opportunities and threats you face, or in a work context for analysing the strengths, weaknesses, opportunities and threats a business or event faces.*

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