



Monica & Co.
Business Advisory

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A simple guide for first-time founders
and busy entrepreneurs

**Written By Monica & Co Business
Advisory**



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SWOT Analysis

A SWOT analysis is a framework used in a business's strategic planning to evaluate its competitive positioning in the marketplace. The analysis looks at four key characteristics that are typically used to compare how competitive the business can be within its industry. A proper SWOT analysis can give you a fact-based analysis to make decisions from, or it could spark your creativity for new products or directions. The four points of a proper SWOT analysis are :

Strength

Weakness

Opportunity

Threats



The key to a strong SWOT analysis is accuracy in your research across all four points. Once you have the right information, you need to display it in an efficient and appealing way so that the data can easily be shared across your organization.

Chapter 2:

Component of SWOT

Strengths



Your Strengths are internal positives about your company that you can control and that often provide you with a competitive advantage. Some examples might be the quality of your product, the effectiveness of your processes, your access to physical assets or other competitive advantages.

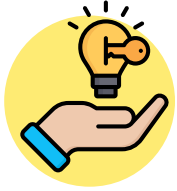
Weaknesses



A Weakness is an adverse internal attribute about your company that negatively takes away from your Strengths. Some examples might include knowledge gaps on your team, a low-quality product, a lack of money or other tangible assets, bad locations and more.

Chapter 2:

Component of SWOT



Opportunities

An Opportunity is an external factor that provides promise or is likely to contribute to your potential success. Some examples might include the growth rate in your industry, specific laws or policies that will benefit the need for your product,



Threats

A Threat is an external factor that you have no control over, which could negatively impact your success. These are typically acknowledged so that you can provide a plan to overcome each one. Some examples include potential future competitors, costs of supply, or upcoming market trends

Chapter 3:

How To Do an Effective SWOT Analysis

Gather the right stakeholders together



You need to involve more than yourself when going through a SWOT analysis. If you're starting a business, you should include all who are involved in the business at this point in time

Brainstorm and capture SWOT data



The second step is to go through the process of identifying the information related to each of the four points. Everyone should do this independently as well as collectively

Analyze the data

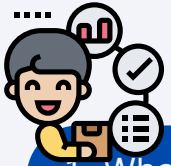


Take all of the information collected through the brainstorming and come to an agreement on what factors should be represented in each of the main points. Then you can plug your information into the SWOT analysis framework

Chapter 4:

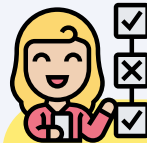
SWOT Framework

When conducting the SWOT analysis, the most important part is **making sure you're as inclusive as possible with the analysis of each point.** We've compiled a list of questions that you can use to start working through each point in your SWOT analysis so that you don't leave anything off your list.



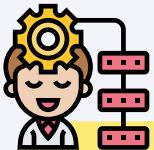
Strengths

1. What is our competitive advantage?
2. What resources do we have?
3. What products are performing well?



Weaknesses

1. Where can we improve?
2. What products are underperforming?
3. Where are we lacking resources?



Opportunities

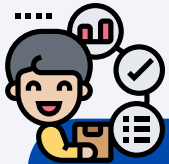
1. What new technology can we use?
2. Can we expand our operations?
3. What new segments can we test?



Threats

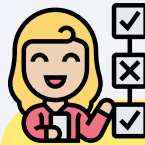
1. What regulations are changing?
2. What are competitors doing?
3. How are consumer trends changing?

Now, It is time for you to **try use this framework** for your business, service, or product



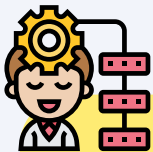
Strengths

- 1.
- 2.
- 3.



Weaknesses

- 1.
- 2.
- 3.



Opportunities

- 1.
- 2.
- 3.



Threats

- 1.
- 2.
- 3.

Chapter 5:

Use Case Examples

You can use a SWOT analysis for a number of activities, from deciding whether to invest in a business to helping an individual perform better at a non-profit. Some use-case examples for SWOT analysis include:



A new business venture

Whenever a new business is launching it is a good idea to create a SWOT analysis to see where your Strengths and shortcomings lie.



Launching a new product

Whenever you're launching a new product, you can treat it like a new business and complete the SWOT analysis to ensure success.



Product team adding features

Every time a new feature is added to your product, your team can complete a SWOT analysis to see what impact it could have on the competitive landscape.

“Try to look at your
Business weakness and
convert it into your
strength. That is
successfull business”

About The Company

Founded in 2024, Monica & Co. Business Advisory began as a solopreneur consultancy focused on market research and has since transformed into a trusted strategic partner for small and medium-sized enterprises (SMEs) in Indonesia.

We provide comprehensive business solutions that empower **our clients to effectively navigate market challenges, confidently enter new markets, and maintain their competitive edge.** With a diverse portfolio of over 50 clients spanning various industries—including home appliances, healthcare, information technology, and fintech—we are dedicated to delivering customized insights and innovative strategies that foster enduring success.

For more info, you can check our website [here](#)