

SWOT Analysis Examples

State of Minnesota Department of Employee Relations SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Existence of previous strategic Human Resources planning efforts offers several innovative solutions ▪ Tools to improve human resources activities are available (e.g., interview guide and training manual) ▪ Experienced workforce dedicated to mission. Employees feel “part of the team” 	<ul style="list-style-type: none"> ▪ Failure to communicate formally and informally, both cross-functionally and within departments ▪ No continual evaluation and updating of human resources practices and policies ▪ Lack of accountability of managers and employees to achieve clear and measurable performance levels
Opportunities	Threats
<ul style="list-style-type: none"> ▪ “Personnel” is allowing for more creative and flexible options (e.g., for compensation and staffing) ▪ Advanced technologies are available to foster more effective human resources activities ▪ Availability of information about best practices in human resources 	<ul style="list-style-type: none"> ▪ Full-time employees (FTE) and budget constraints imposed by legislature ▪ Government is moving toward privatization increasing the competition for services ▪ Other organizations may attract employees and business away from us

Disclaimer: This case study has been compiled from information freely available from public sources. It is intended to be used as an example for educational purposes only.¹

¹ State of Minnesota, Department of Employee Relations. 2004.
www.doer.state.mn.us/wfplanning/step1.htm.

Department of Social Services SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Experienced, resourceful, dedicated workforce ▪ Strong community partnerships/collaboration ▪ Continuous Quality Improvement promotes teamwork ▪ Proactive management team 	<ul style="list-style-type: none"> ▪ Parking for customers ▪ Diminished Resources – Increased Consumer Demand ▪ Uniformity across divisions
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Leadership training for possible advancement ▪ Collaborate with community partners ▪ Promote teamwork across divisions ▪ Identify/tap into staff hidden strengths 	<ul style="list-style-type: none"> ▪ Staff turnover ▪ Budget ▪ Privatization ▪ Fewer people willing to do child welfare

Disclaimer: This case study has been compiled from information available from public sources. This SWOT is based on an analysis completed as part of the strategic planning process for Washington County (Maryland) social services.² It is intended to be used as an example for educational purposes only.

² www.dhr.state.md.us/county/washing/plan06.pdf, Strategic Plan (Revised September 28, 2005 for FY'06) For the period: July 2003-June 30, 2007, SWOT ANALYSIS (Updated September 28, 2005).

Social Work Education in Canada SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ A holistic practice orientation ▪ The linkage between theory and practice ▪ Regulation and certification ▪ A generalist approach to practice ▪ Increased cultural relevance of social work education ▪ High quality social work programs ▪ A continued demand for social worker ▪ The values of the profession 	<ul style="list-style-type: none"> ▪ Lack of professional identification, or identity crisis ▪ An inability to promote the profession ▪ The diffuse knowledge base of the profession ▪ Conflict between the values of social action and social control ▪ A lack of preparation to manage the stress of our work ▪ Insufficient aboriginal, visible minority and multicultural members of the profession
Opportunities	Threats
<ul style="list-style-type: none"> ▪ A trend to neoliberalism ▪ Increasing identification of social workers with the bureaucracy ▪ Increasing managerialization ▪ Increased community responsibility for service delivery ▪ Interdisciplinarity 	<ul style="list-style-type: none"> ▪ Design of cost effective programs which meet service user needs ▪ Exercise of responsibility for social advocacy ▪ Development of managerial competence in social workers ▪ Extension of job opportunities through privatization ▪ Articulation of social work competencies

Disclaimer: This case study has been compiled from information available from public sources. This SWOT is based on research carried out for a study of human resource needs of social workers in Canada.³ It is intended to be used as an example for educational purposes only.

³ Westhues, Anne, Jean Lafrance and Glen Schmidt. Taylor & Francis Group Online Journals. Volume 20, Number 1. February 1, 2001
[http://taylorandfrancis.metapress.com/\(i3hlye3tvul0xl45kotytg55\)/app/home/contribution.asp?referrer=parent&backto=issue,4,13;journal,41,103;linkingpublicationresults,1:104324,1](http://taylorandfrancis.metapress.com/(i3hlye3tvul0xl45kotytg55)/app/home/contribution.asp?referrer=parent&backto=issue,4,13;journal,41,103;linkingpublicationresults,1:104324,1)

Alaska Children Experiencing Homelessness SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Alaska is very wealthy. Large amount of natural resources, but we have limited access to them. \$30 billion in permanent fund, \$2 billion state reserve. Can access interest from fund, but not the principal ▪ Mental health trust authority, AK housing Authority is in better shape than other places. Native corporations can contribute to their regions (some) ▪ Some tribal governments apply for grants, e.g., to refurbish housing in rural areas 	<ul style="list-style-type: none"> ▪ Less local government – less tax revenue. This is often by local choice ▪ Funding allows agencies to stand alone and not require collaboration to accomplish their work ▪ Money is not always tied to outcomes ▪ Multiple funding streams also can lead to lack of coordination ▪ Lack of roads and infrastructure. Costs more to build
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Set up trust funds, because State has wealth ▪ Lot of planning going on and need to integrate all the plans ▪ Involving business or corporate community to address this issue, e.g., housing of their own workforce ▪ Can go to each community for resources that they can bring to the table 	<ul style="list-style-type: none"> ▪ Medicaid match change ▪ Cost of and lack of access health care is a threat ▪ Weakening federal support to states. Contracting block grant funding ▪ Housing costs rise and out-pace wages ▪ Federal funding doesn't cover operating funds. Funding for specific little projects

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⁴ www.hrsa.gov/homeless/pa_materials/pa8/0502.rtf, *Improving Access to Mainstream Services for Families with Children experiencing Homelessness*. Intercontinental Hotel, Houston, Texas, April 20-22, 2005.

Starbucks SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Starbucks Corporation is a very profitable organization, earning in excess of \$600 million in 2004. ▪ It is a global coffee brand built upon a reputation for fine products and services. ▪ Starbucks was one of the <i>Fortune Top 100 Companies to Work For</i> in 2005. The company is a respected employer that values its workforce. ▪ The organization has strong ethical values and an ethical mission statement. 	<ul style="list-style-type: none"> ▪ Starbucks has a reputation for new product development and creativity. However, they remain vulnerable to the possibility that their innovation may falter over time. ▪ The organization has a strong presence in the United States of America. It is often argued that they need to look for a portfolio of countries, in order to spread business risk. ▪ The organization is dependant on a main competitive advantage, the retail of coffee. This could make them slow to diversify into other sectors should the need arise.
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Starbucks are very good at taking advantage of opportunities. ▪ In 2004 the company created a CD-burning service in their Santa Monica (California USA) cafe with Hewlett Packard, where customers create their own music CD. ▪ New products and services that can be retailed in their cafes, such as Fair Trade products. ▪ The company has the opportunity to expand its global operations. New markets for coffee such as India and the Pacific Rim nations are beginning to emerge. ▪ Co-branding with other manufacturers of food and drink, and brand franchising to manufacturers of other goods and services both have potential. 	<ul style="list-style-type: none"> ▪ Who knows if the market for coffee will grow and stay in favour with customers, or whether another type of beverage or leisure activity will replace coffee in the future? ▪ Starbucks are exposed to rises in the cost of coffee and dairy products. ▪ Since its conception in Pike Place Market, Seattle in 1971, Starbucks' success has lead to the market entry of many competitors and copy cat brands that pose potential threats.

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⁵ www.marketingteacher.com/SWOT/starbucks_swot.htm

Nike SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Nike is a very competitive organization. ▪ Nike has no factories. It does not tie up cash in buildings and manufacturing workers. This makes a very lean organization. ▪ Nike is strong at research and development. ▪ Nike is a global brand. 	<ul style="list-style-type: none"> ▪ The organization does have a diversified range of sports products. However, the income of the business is still heavily dependent upon its share of the footwear market. This may leave it vulnerable if for any reason its market share erodes. ▪ The retail sector is very price sensitive. Nike does have its own retailer in Nike Town. However, most of its income is derived from selling into retailers.
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Product development offers Nike many opportunities. The brand is fiercely defended by its owners whom truly believe that Nike is not a fashion brand. However, like it or not, consumers that wear Nike product do not always buy it to participate in sport. This creates its own opportunities, since product could become unfashionable before it wears out i.e. consumers need to replace shoes. ▪ There is also the opportunity to develop products such as sport wear, sunglasses and jewellery. Such high value items do tend to have associated with them, high profits. ▪ The business could also be developed internationally, building upon its strong global brand recognition. There are many markets that have the disposable income to spend on high value sports goods. For example, emerging markets such as China and India have a new richer generation of consumers. 	<ul style="list-style-type: none"> ▪ Nike is exposed to the international nature of trade. It buys and sells in different currencies and so costs and margins are not stable over long periods of time. Such an exposure could mean that Nike may be manufacturing and/or selling at a loss. This is an issue that faces all global brands. ▪ The market for sports shoes and garments is very competitive. ▪ As discussed above in weaknesses, the retail sector is becoming price competitive. This ultimately means that consumers are shopping around for a better deal.

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⁶ www.marketingteacher.com/SWOT/nike_swot.htm