

# SWOT & TOWS

**S**trength  
**W**eakness  
**O**pportunities  
**T**hreats



# Introduction

- ↳ Most people become familiar with the concept of the SWOT analysis, where you outline the INTERNAL strengths of your company and the EXTERNAL opportunities and threats that occur. In this mini-guide, we will show how to use this to create a SWOT:TOWS analysis.



***Understand what the strengths and weaknesses are from your customers' perspective***

# SWOT Analysis



## S

### Strengths

What are your true strengths - such as your products, technology, service, staff, brand

## W

### Weaknesses

Where are your weak spots, such as low market share or low brand awareness

## O

### Opportunities

What are the external opportunities arising in your market, due to changes in the macro environment?

## T

### Threats

Are there threats, from competitors, new entrants, economy, regulation or political reasons?





# Using TOWS

## What is a TOWS Analysis?

TOWS is essentially the strategic application of SWOT.

It flips the order to help generate strategic options using combinations of SWOT factors:

	Strengths (S)	Weaknesses (W)
Opportunities (O)	SO Strategies (Use strengths to take advantage of opportunities)	WO Strategies (Use opportunities to overcome weaknesses)
Threats (T)	ST Strategies (Use strengths to avoid threats)	WT Strategies (Minimize weaknesses to avoid threats)

## Difference To A SWOT

This is more actionable and practical because it takes the information from the SWOT and uses it to formulate strategies for improvement

## APPLYING A TOWS

The application of TOWS is different to SWOT because here you deal with combinations of the SWOT factors.

Basically, you combine the two internal factors with the two external factors in order to come up with four separate strategies for future growth and development.

The goal is to take maximum advantage of strengths, mitigate weaknesses, exploit good opportunities, and get rid of the threats using these four strategies. Here they are:

	Strengths (S)	Weaknesses (W)
Opportunities (O)	<b>SO Strategies</b> (Use strengths to take advantage of opportunities)	<b>WO Strategies</b> (Use opportunities to overcome weaknesses)
Threats (T)	<b>ST Strategies</b> (Use strengths to avoid threats)	<b>WT Strategies</b> (Minimize weaknesses to avoid threats)

We will look at these four individually.



# APPLYING A TOWS

## Strengths and Opportunities (SO)

- Here, you want to create strategies that employ the use of all of your internal strengths to make the most of the external opportunities that present themselves.
- Ask yourself, how can our strengths tap into these market opportunities?

## Strengths and Threats (ST)

- Here you assess your strengths and determine how they can be used to get rid of or at least minimise the threats which exist outside.

## Weaknesses and Opportunities (WO)

- Here you will want to determine what weaknesses need to be addressed, that are preventing you from meeting opportunities.

## Weaknesses and Threats (WT)

- Here your aim is to come up with different strategies that mitigate both the internal weaknesses of an organisation along external threats. These strategies are also known as defensive strategies because they essentially defend the organization from deterioration and potential collapse