

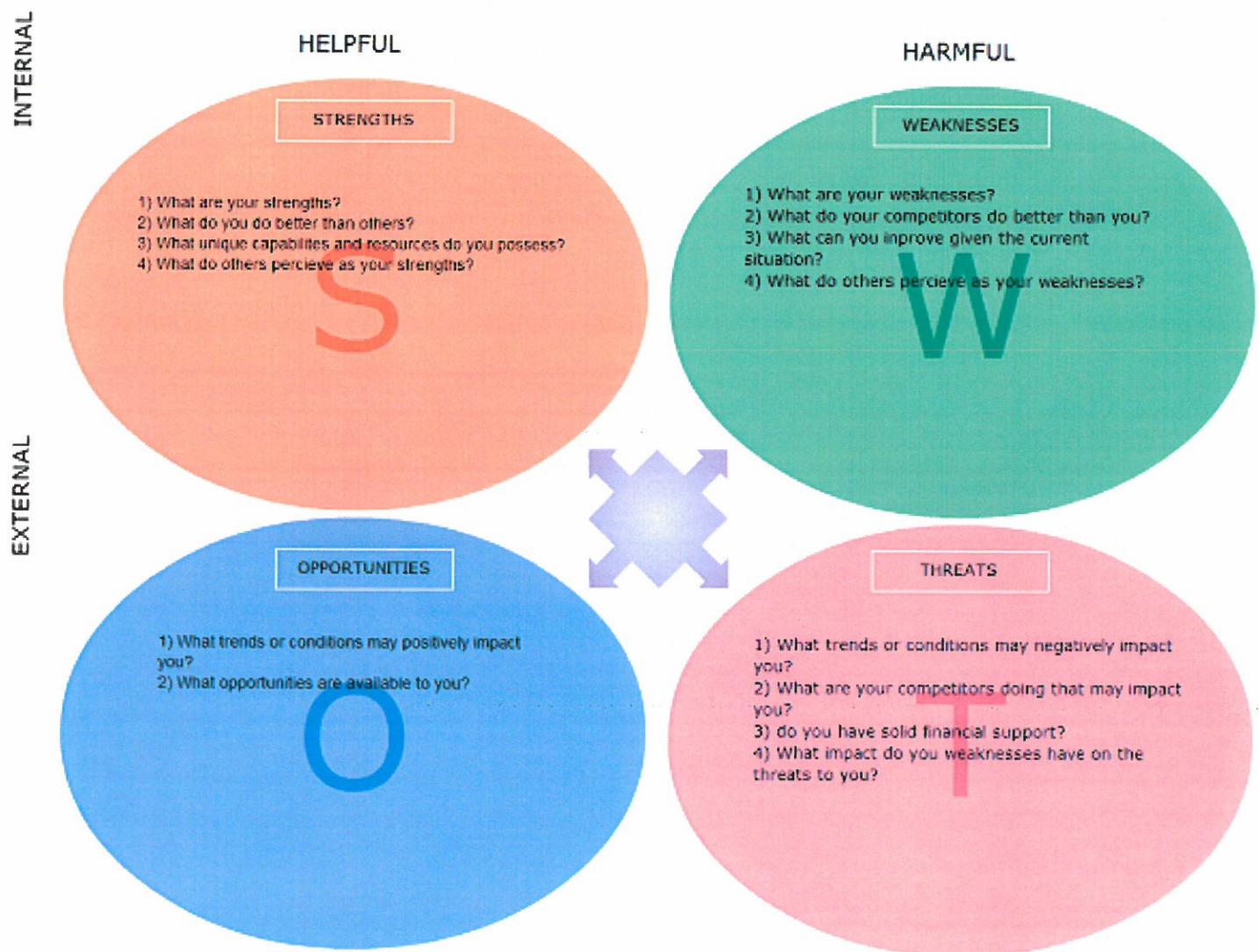
When planning a project it is important to learn about the internal and external factors that can affect the project. There are some excellent strategic planning methods that you can use analyze all these factors. SWOT analysis and PEST analysis are two of the most frequently used planning methods. Below is a brief introduction to both methods and a comparison of SWOT analysis vs PEST analysis.

## What is SWOT Analysis ?

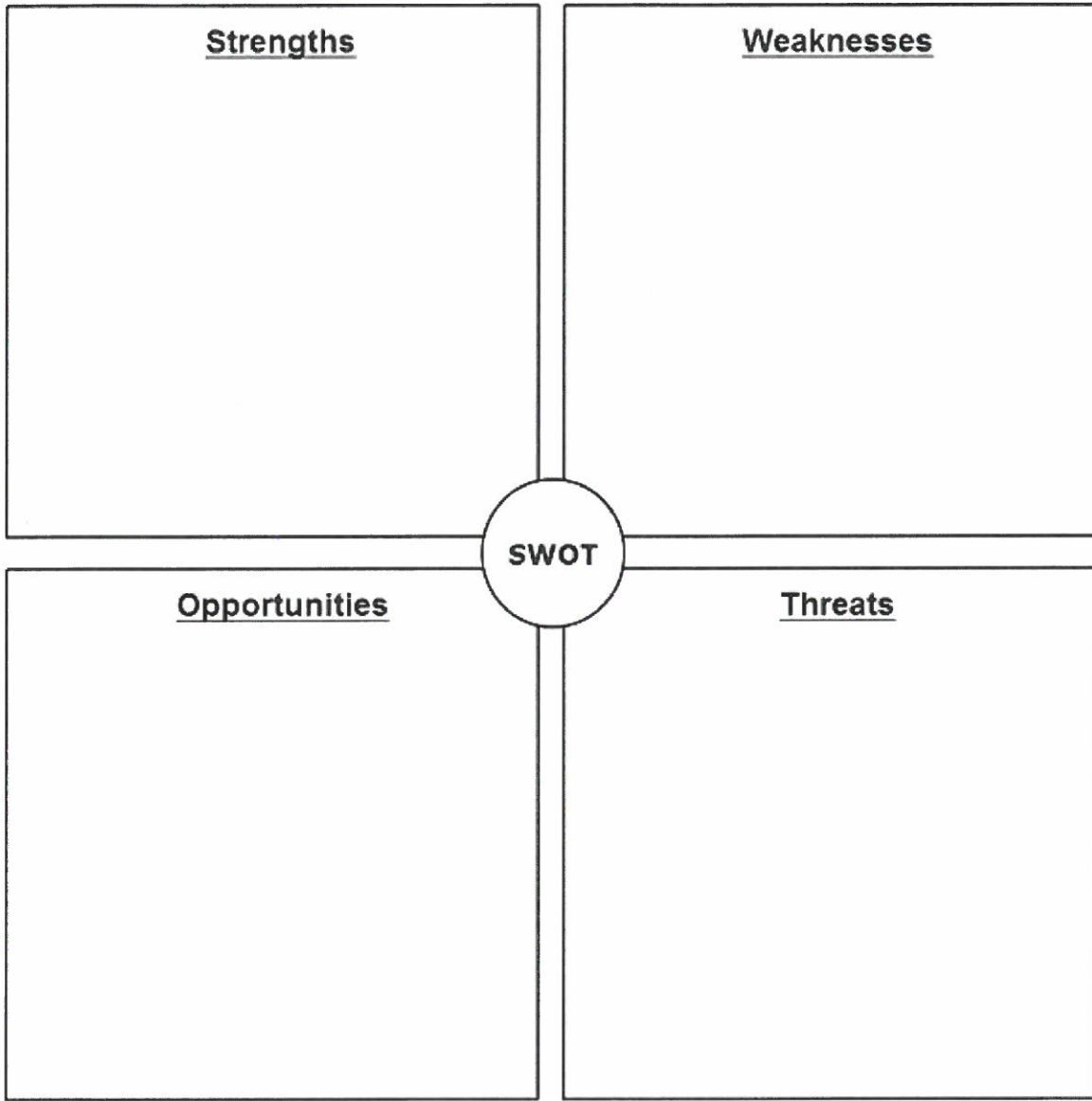
SWOT when broken down simply means analyzing the:

- Strengths – The advantages you have over the competition concerning this project.
- Weaknesses – The disadvantages you have internally compared with your competitors.
- Opportunities – Current external trends which are waiting to be taken advantage of.
- Threats – External movements which may cause a problem and have a negative impact on your business.

Sometimes SWOT is referred to as SLOT, where weaknesses are names as liabilities. By working through each of these points it is possible to identify any internal disadvantages or advantages which could benefit or hinder the outcome of a planned project. In addition to evaluating the state internally this method is also able to identify the external factors which could also make a difference to the success or failure of a project. Creately has an excellent collection of SWOT analysis templates which you can download for free or modify online.



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# SWOT ANALYSIS FOR A NON GOVERNMENT ORGANIZATION

