



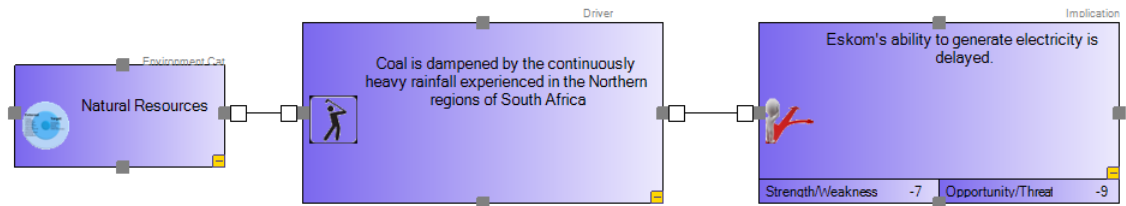
# DISCON Specialists

EA Enabling Technique

## Strengths Weaknesses Opportunities & Threats (SWOT) Analysis

### Reason for Existence

A SWOT Analysis is a strategic tool that graphically portrays how well a business can adapt to External & Target Environment influences. Interpreted correctly will result in a more meaning full business strategy.



✉ **Email**  
info@discon.co.za

🌐 **Website**  
www.disconspecialists.com

☎ **Phone**  
(+27) 12 667 5975

🌐 **LinkedIn**  
https://www.linkedin.com/company/discon-specialists

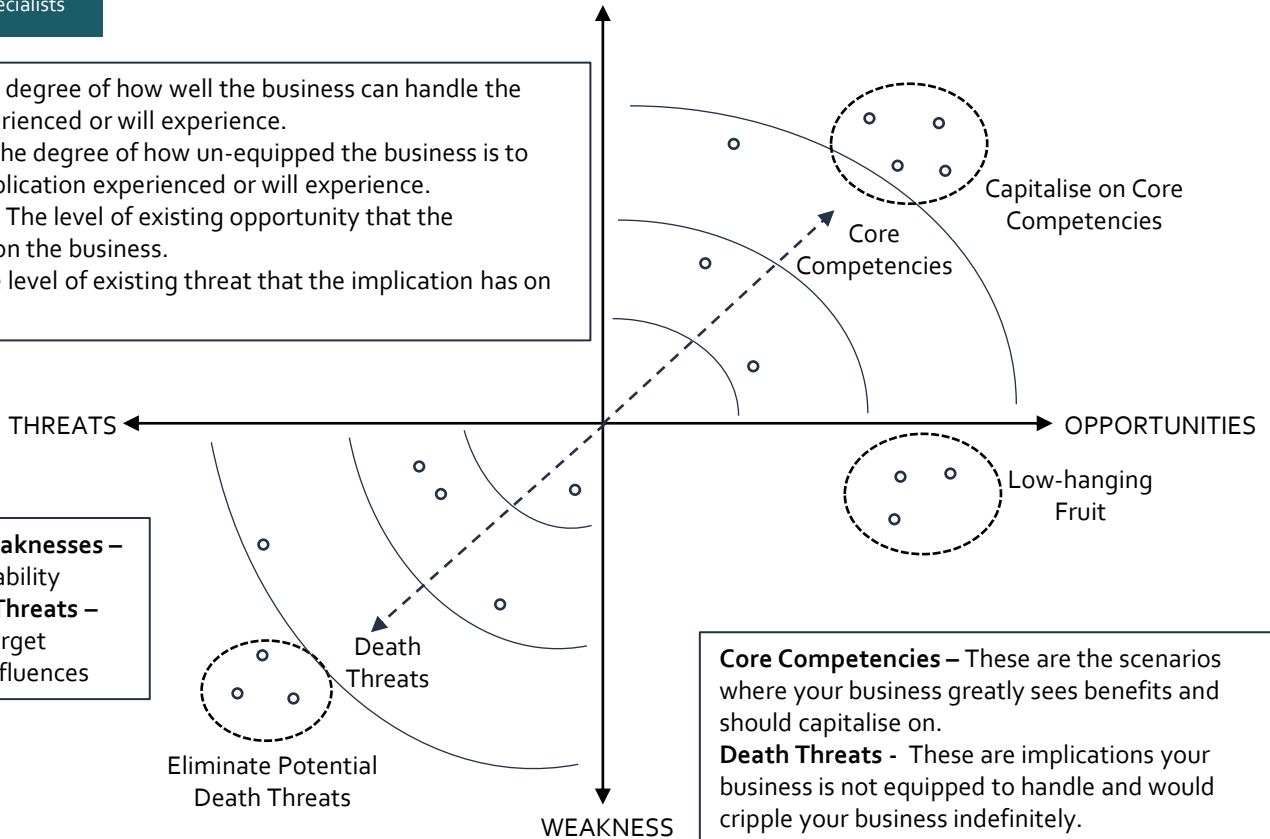
### STRENGTHS

**Strengths** – The degree of how well the business can handle the implication experienced or will experience.

**Weaknesses** – The degree of how un-equipped the business is to handling the implication experienced or will experience.

**Opportunities** - The level of existing opportunity that the implication has on the business.

**Weakness** – The level of existing threat that the implication has on the business.



**Strengths / Weaknesses** –  
Businesses capability

**Opportunity / Threats** –  
External and Target  
Environment influences

**Core Competencies** – These are the scenarios where your business greatly sees benefits and should capitalise on.

**Death Threats** - These are implications your business is not equipped to handle and would cripple your business indefinitely.

**Low-hanging Fruit** – With little or some effort these implications could be turned into Core Competencies.

Sudden Death	Certain Death
Systematic Death	Excellence
Wrong Way	Correct Way

Wrong Things

Correct Things



- Doing the **Wrong Things** the **Wrong Way** would lead to a **Sudden Death**.
- Doing the **Wrong Things** the **Correct Way** would lead to a **Certain Death**.
- Doing the **Correct Things** the **Wrong Way** would lead to a **Systematic Death**.
- Doing the **Correct Things** the **Correct Way** would lead to **Excellence**.