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# **INCORD – Pilot project Prerov airport SWOT analysis**

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## **Presentation content**

- **Statut of SWOT analysis**
- **Database**
- **SWOT analysis proceeding**
- **SWOT analysis – main results**



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# Statut of SWOT analysis

- before finalising

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## Database

- **The Regional Airport for the Region of Olomouc;  
Definition of the Market Demand for all the  
Airports, located in the Region (ScanAvia,  
Denmark, 2002**
- **Czech statistic office**
- **Strategic planning document „Programme of  
Olomouc region development**
- **Catalogue of industrial zones**

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## **SWOT analysis proceeding**

- **utilisation of existing data (The Regional Airport for the Region of Olomouc; Definition of the Market Demand for all the Airports, located in the Region (ScanAvia, Denmark, 2002))**
- **added new necessary data**

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# SWOT analysis – main results

- **Strengths, weaknesses**
  - **see file SWOT English.doc**

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