

The SWOT-analysis as an integrated part of an RDC

Lecture at the
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contents

- definition
- function in the frame of regional development
- structure
- presentation
- process
- following steps
- tips

What is SW-analysis?

Strengths

Weakness

- definition
- function
- structure
- presentation
- process
- following steps
- tips and check-list

- You look at the strengths and weaknesses of your company.
- The strengths should be extended, the weaknesses should be removed!

What does SWOT mean?



- definition
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- You determine and compare the opportunities and threats of an action or your company.

The 4 Steps of SWOT!

characteristics with
valuation

Comparison with the
demands of the market

Comparison with
your competitors.

Expansion of the
strengths and
core-competence

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An example out of the car-industry

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Strengths

Weaknesses

Opportunities

Threats

Worldwide growing car markets

International presence of the enterprise

Special growth in the field of small cars

no experiences in this field

Demands for higher safety standards

leading position in this field

More regulations concerning emissions

no solutions ready for production

What can SWOT achieves within the regional development?

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- situation-analysis
- common discussion of regional potentials
- basis and starting point for the regional policy/strategy
- help to concentrate the regional power

How to design a SWOT?

- definition
- function
- structure
- presentation
- process
- following steps
- tips and check-list

- Stock-taking
- fields of action
- valuation of internal factors (SW)
- estimate of external factors (OT)
- name of the most important strengths and weakness
- fixing of the objectives and next steps

Fields of action

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- nature and landscape
- climate, energy and environment
- agriculture and forestry
- industry
- tourism and culture
- infrastructure and telematics
- settlement and traffic
- citizens and social culture
- qualification and training
- local and regional agenda

The Szczecin Bay Region?

- definition
- function
- structure
- presentation
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Strengths

- beautiful nature and landscape
- location at the Baltic Sea
- location in the heart of Europe
- tourism at the seaside
- competitive farms

Weaknesses

- sparsely populated
- demographical change
- migration / brain drain
- no industrial core
- no powerful city
- small municipalities

Szczecin Bay Region - action field: tourism

- definition
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Strengths

Weaknesses

Opportunities

Growing bicycle tourism
nature - landscape - water

Demands for good service,
support and infrastructure

only a few cycle tracks
not enough accomodation
no cooperation

Threats

Competition of other
regions
special location at the
Szczecin Bay
Region of two nations

no good and corporate
marketing

How to present a SWOT?

- definition
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- Careful
- with good structure,
- brief and
- clearly arranged
 - ◆ listing of the strengths and weaknesses
 - ◆ SW-profil with marks
 - ◆ cross-classified table

Who should do it?

- definition
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- The people out of the region themselves!
- with the help of external moderators
 - ◆ statistics and other records
 - ◆ expert opinions and plans
 - ◆ one-to-one interviews
 - ◆ workshops
 - ◆ regional conferences

How to go on?

- definition
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- mission statement /models objectives
- regional policy /strategy
- fields of action and projects

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Tips!

- Do the stock-taking careful!
- Work the SWOT out with the people out of the region!
- Present it with good structure, brief and clearly arranged!
- Name the most important core-competences of the region!
- Deduce the objectives, measures and projects consequentially!

Thank you!

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