

Actions plan based on a SWOT analysis

Purpose

The purpose with the task is to focus on:

- What is my challenge?
- What do I need, to cope with my challenge personally and generally?

Output

An actions plan for the next step.

Activities

Activity 1: Individual preparation of a SWOT-analysis

A SWOT analysis is a tool to focus on Strengths, Weaknesses, Opportunities and Threats. By reflecting the four elements systematically in a matrix (see the table below) you can identify the challenge you have to face in the further process.

(See for example <http://www.quickmba.com/strategy/swot/>).

	Positive	Negative
Internal	Strengths	Weaknesses
External	Opportunities	Threats

The table below can give you inspiration to your work with the SWOT analysis.

	Positive	Negative
Internal	<p>Strengths</p> <ul style="list-style-type: none"> • Personal qualities • Education and other competences • Will and motivation • Family/every day life • Social acceptance • Network • Financial circumstances • Concept • Products • Technology/equipment • Physical frames • Raw materials • Other aspects 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Personal qualities • Education and other competences • Will and motivation • Family/every day life • Social acceptance • Network • Financial circumstances • Concept • Products • Technology/equipment • Physically frames • Raw materials • Other aspects
External	<p>Opportunities</p> <ul style="list-style-type: none"> • Customers/market • Suppliers • Bank • Network • Tax and duties • Assurance • Unemployment fund • Entrepreneur guidance • Rules and regulations • Technology/equipment • Physically frames • Other aspects 	<p>Threats</p> <ul style="list-style-type: none"> • Customers/market • Suppliers • Bank • Network • Tax and duties • Assurance • Unemployment fund • Entrepreneur guidance • Rules and regulations • Technology/equipment • Physically frames • Other aspects

Activity 2: Questions to the SWOT analysis and making an actions plan

When you have prepared your SWOT analysis, the further work is to assess how the internal and external barriers can be coped with in a shorter or longer time perspective? Which possibilities of actions you have and what kind of personal resources will be necessary to overcome the barriers? What kind of support do you need and who can you eventually use as a resource person to support you?

Questions

Internal

- On which internal conditions is my entrepreneur project based?
- Which internal conditions are important assumptions for success?
- On which stakeholders does the entrepreneur project depend?
- Which weaknesses are essential?
- Which strong aspects and possibilities are essential?
- What is the possibility of:
 - that the assumptions will come true?
 - that the chances will arise?
 - that the weaknesses will turn out to real problems?
- What can I influence?
- What can I not influence?

External

- On which external conditions is my entrepreneur project based?
- Which external conditions are important assumptions for success?
- On which stakeholders does the entrepreneur project depend?
- Which threats are essential?
- Which possibilities and chances are essential?
- What is the possibility of:
 - that the assumptions will come true?
 - that the chances will arise?
 - that the weaknesses will turn out to real problems?
- What can I influence?
- What can I not influence?

Actions plan

- Which Possibilities for influence
- Possibilities for monitoring
- Strategies for: What do we do if?
- Changes of the entrepreneur concept