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“Breast & Body” Strategic Plan | Identification of SWOT Factors & SWOT/TOWS Matrix

You are assigned to identify current SWOT factors that will form the foundation of your strategic plan for Breast & Body. Specifically, you must identify **a minimum of:**

- 10 internal **Strengths** of Breast & Body
- 10 internal **Weaknesses** of Breast & Body
- 10 external **Opportunities** for Breast & Body
- 10 external **Threats** for Breast & Body

These SWOT factors should be as actionable as possible, meaning they are suggestive of potential strategies to pursue and they are meaningful in terms of having strategic implications. Quantify your factors to the extent possible and select factors that will be helpful in deciding what actions to recommend to the firm, rather than selecting nebulous factors too vague for an actionable response. We have very limited internal financial data for Breast & Body. Please operate under the assumptions that all internal resources are very limited.

Using the SWOT factors you have identified, develop a SWOT matrix.

A SWOT matrix seeks to develop strategies based on the factors you have identified. Your goal is to match the key external and internal SWOT factors you have identified to formulate alternative strategies. Specifically, you need to develop two (2) strategies for each of the four (4) categories of strategies: SO strategies, WO strategies, ST strategies, and WT strategies (a total of eight (8) strategies). Again, we have very limited internal financial data for Breast & Body. Please operate under the assumptions that all internal resources are very limited. Your strategies will need to reflect this fact (i.e. opening additional retail locations is not currently a strategy that is feasible).

SO (strengths-opportunities) Strategies use a firm’s internal strengths to take advantage of external opportunities.

WO (weaknesses-opportunities) Strategies aim at improving internal weaknesses by taking advantage of external opportunities.

ST (strengths-threats) Strategies use a firm’s strengths to avoid or reduce the impact of external threats.

WT (weaknesses-threats) Strategies are defensive tactics directed at reducing internal weakness and avoiding external threats.

***** Please refer to chapter 6 PowerPoint (((attached))) for detailed information regarding the development of a SWOT matrix. Also, use google for more understanding.**

***** NO PLAGIARISM**



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