
Swot Tows Strategy Analysis

Precisa Inc

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Leverage your strengths
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Question This tool is used to generate, compare and select strategies after a SWOT analysis, and helps to define a strategic plan of action for future years. The four TOWS strategies are Strength/Opportunity (SO), Weakness/Opportunity (WO), Strength/Threat (ST) and Weakness/Threat (WT). SO strategies

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SWOT Analysis is a business tool/technique used as a part of a marketing plan and overall business strategy.

It is used to provide a close assessment of the company's efficiency in dealing with its internal and external factors, ultimately aiding in improving or deteriorating the organization. SWOT analysis is an important tool that assists businesses in the evaluation and discovery phase of strategic planning. Since it provides an all-round view of the current and forward-looking situation of a business, the term SWOT is often correlated with strategic planning.

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Strategic Planning: SWOT & TOWS Analysis

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Figure 2: External Factors of SWOT Analysis (PESTEL and Five Forces) TOWS

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