1.5. ADVANCED SWOT ANALYSIS

This analysis is an extension of the classical SWOT analysis, performed to gain an understanding of an act on the project's capabilities and environment.

Project capabilities is expressed as the project's internal strength and weakness/ They tell us what our project can or cannot do well.

Our assessment of the project environment indicates what opportunities and threats we are presented with by external world of the project. Information about the environment, combined with the knowledge of the project's capabilities enables projects teams to **identify critical success factors** (CSFs) to meet customer requirements.

Responding to gaps.

PROJECT SWOT ANALYSIS

Project Name: Bond   **Date:** Nov. 15, 01

IDENTIFY CUSTOMER REQUIREMENTS

Requirement 1: Short project cycle time
Requirement 2:
Requirement n:

MEASURE GAPS

CSF I: Rapid Product Development

DEFINE ACTIONS TO RESPOND TO GAPS

CSF 1 Gap →

Leave _____
Reduce _____
Eliminate ____ x ____

ACT 1 Implement a new schedule management system
ACT 2 Deploy concurrent process upgrade
ACT 3 Upgrade design software
ACT 4 Train in soft skills
ACT 5 Hire consultant

Key: SWOT–Strengths, Weaknesses, Opportunities, Threats
      CSF–Critical Success Factor
      ACT–Action