



Transferência de Tecnologia e Conhecimento

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Departamento: N.a.

Inserção no Plano Curricular: 1º ano, 2º sem, obrigatória

Créditos/Horas de Contacto: 4ECTS; 30 horas T + 15 horas OT

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MINIMAX SWOT ANALYSIS – EXAMPLE 1

This is the example of a Temporary Personnel Agency that assigns printers and typesetters to quick, in-plant and commercial printshops.



<p style="text-align: center;">Internal factors</p> <p>External factors</p>	<p>Internal Strengths S</p> <p>S₁ Know personnel work S₂ Know print industry S₃ Strong sales force</p>	<p>Internal Weaknesses W</p> <p>W₁ Office too small W₂ Rising costs of labor W₃ No business plan</p>
<p>External Opportunities O</p> <p>O₁ Growing demand for temp help O₂ Ready available applicants O₃ We are the only one</p>	<p>SO</p> <p>S₁/O₂ Build resume bank S₂/O₁ Develop niches of types of shops S₃/O₃ Saturate market with name recognition</p>	<p>wO</p> <p>W₁/O₁ Expand to bigger office W₂/O₂ Develop a training program W₃/O₃ Do business plan and get a loan</p>
<p>External Threats T</p> <p>T₁ Competition may enter market T₂ Quick printers expect miracles T₃ Deadbeats that do not pay</p>	<p>St</p> <p>S₁/T₁ Compete with advanced locator system S₂/T₂ Specialize in in-plants S₃/T₃ Tie commissions to receipt of payment</p>	<p>wt</p> <p>W₁/T₁ Open 2nd office in 6 months W₂/T₂ Develop In-plants (pay more) W₃/T₃ Collections, part of business plan</p>

Source: <http://business.nmsu.edu/~dboje/sbc/pages/page3.html>