

## 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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### SWOT ANALYSIS – EXAMPLE 1

A start-up small consultancy business might draw up the following SWOT matrix:

#### **Strengths:**

We can respond very quickly as we have no red tape, no need for higher management approval, etc.

We can give really good customer care, as the current small amount of work means we have plenty of time to devote to customers

Our lead consultant has strong reputation within the market

We can change direction quickly if our approach isn't working

We have little overhead, so can offer good value to customers.

#### **Weaknesses:**

Our company has no market presence or reputation

We have a small staff with a shallow skills base in many areas

We are vulnerable to vital staff being sick, leaving, etc.

Our cash flow will be unreliable in the early stages



***Opportunities:***

Our business sector is expanding, with many future opportunities for success

Our local council wants to encourage local businesses with work where possible

Our competitors may be slow to adopt new technologies

***Threats:***

Will developments in technology change this market beyond our ability to adapt?

A small change in focus of a large competitor might wipe out any market position we achieve.

The consultancy may therefore decide to specialize in rapid response, good value services to local businesses. Marketing would be in selected local publications, to get the greatest possible market presence for a set advertising budget. The consultancy should keep up-to-date with changes in technology where possible.

You can see this analysis in diagram format in figure 1 below.

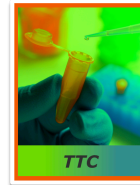


Figure 1: Small Consultancy SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>● Quick Response - no red tape.</li><li>● Plenty of time for good customer service.</li><li>● Strong reputation in market</li><li>● Able to change direction quickly</li><li>● Low overheads - good value.</li></ul>	<ul style="list-style-type: none"><li>● No market presence</li><li>● Shallow skills base</li><li>● Vulnerable to staff turnover</li><li>● Unreliable cash flow</li></ul>
<ul style="list-style-type: none"><li>● Expanding sector with many opportunities for success.</li><li>● Local government wants to work with local businesses.</li><li>● Competitors slow to adapt to new technologies.</li></ul>	<ul style="list-style-type: none"><li>● Will technology change beyond our ability to adapt?</li><li>● Vulnerable to large competitor action.</li></ul>
OPPORTUNITIES	THREATS

Source: [http://www.mindtools.com/pages/article/newTMC\\_05.htm](http://www.mindtools.com/pages/article/newTMC_05.htm)