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SWOT analysis was originally conceived and developed in the 1960s and its basic organising principles have remained largely unchanged in the field of strategic management since that time (Kotler et al., 2013). It is, as Ghazinoory, Abdi and Azadegan-Mehr (2011) comment, a systematic framework which helps managers to develop their business strategies by appraising the internal and external determinants of their organisation's performance. Internal environmental factors include leadership talent, human resource capabilities, the company's culture as well as the effectiveness of its policies and procedures. In contrast, external factors include competition, government legislation, changing trends, and social expectations (Johnson, Scholes and Whittington, 2008).

The SWOT analysis framework involves analysing the strengths (S) and weaknesses (W) of the business's internal factors, and the opportunities (O) and threats (T) of its external factors of performance (Ghazinoory, Abdi and Azadegan-Mehr, 2011). Through this analysis, the weaknesses and strengths within a company can correspond to the opportunities and threats in the business environment so that effective strategies can be developed (Helms and Nixon, 2010). It follows from this, therefore, that an organisation can derive an effective strategy by taking advantage of its opportunities by using its strengths and neutralise its threats by minimising the impact of its weaknesses. Moreover, SWOT analysis can be applied to both a whole company as well as a specific project within a company in order to identify new company strategies and appraise project feasibility.

Hollensen (2010) asserts that the strengths and weaknesses of a company relate to its internal elements such as resources, operational programmes and departments such as sales, marketing and distribution. More specifically, a strength is an advantageous – or even unique – skill, competency, product, or service that a business or project possesses that allows it to create competitive advantages. This may include abstract concepts, such as its possession of strong research and development capabilities. A weakness on the other hand is a strategic disadvantage.



Fleecy Green	Soapstone	Sunny Glade	Flora	Green Glow
Kashmir Green	Willow	Verdant	Merry Green	Pine Frost
Parakeet	Pastoral	Chintz Green	Lime Dream	Spinach
Chufa	Breath of Spring	Gray Mist	Pippin	Heartland
Tidal Foam	Island Palm	Balloon Green	Leaf Green	Cherimoya
Green Haze	Blarney	June Vision	Calico Green	Gingham Green
Biscay Green	Foliage	Pale Lime	Algerian	Bellvort
Herbal Green	Apple Green	Grass Green	Sunday Green	Crayon Green

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