

## 3. Supply chain SWOT

# Purpose, participants and application

- **Purpose**

- To generate an overview and gather information, enabling the matching of the company's strengths and weaknesses to the opportunities and threats it encounters in its surroundings.

- **Participants**

- The cross-functional team.

- **Application**

- Can be applied in connection with the mapping in phase 1.

# Procedure

- In the SWOT analysis, an exhaustive number of factors are identified for each of the concepts: strengths, weaknesses, opportunities, and threats.
- Following that, the significance of the factors is assessed and substantiated with facts, and finally arranged in a SWOT matrix.
- The SWOT matrix, as a tool, can be used for the development of strategies. This is achieved by combining the identified factors. Through this process, strategies can be developed to maximize the impact of the company's strengths and opportunities while minimizing the impact of its weaknesses and threats. Since the identified strategic opportunities are often not mutually compatible, it will require selection and prioritization.

# SWOT

## INTERNAL FACTORS

### Strengths

Describes the strengths the company's supply chain possesses, for example:

- Accurate sales forecasts
- Implemented Sales & Operations Planning
- Focus on Product Life-Cycle Management

### Weaknesses

Describes the weaknesses that the company's supply chain has, for example:

- High dependence on specific suppliers
- Undocumented processes/tacit knowledge
- Lack of qualified workforce

## EKSTERNAL FACTORS

### Opportunities

- Ensuring high delivery capability to enhance market credibility
- Achieving the desired Time-to-Market
- Achieving the right level of agility

### Threats

- May negatively impact delivery capability
- May negatively impact product quality