



# SWOT Analysis

iDustrial Design



# SWOT Analysis

**SWOT Analysis** is a technique in comparing and making a choice by considering **internal and external factors** affecting the design development.

SWOT stands for:



**S** Strengths



**W** Weakness



**O** Opportunity



**T** Threats








# SWOT Analysis





## Comparing and Making a Choice by **SWOT Analysis**

-  Compare the strengths, weaknesses, opportunities and risks of alternatives
-  Compare expenses and returns
-  Make a choice with reasons







# Analyzing Situation by **SWOT** Technique

SWOT situation analysis includes the following **4 processes**:

**S-Strength Analysis** Good points or strengths are **internal factors** within the organization or the strengths that the organization has advantages in various situations, for example, the organization that has a lot of assets can run business conveniently

**W-Weakness Analysis** refers to **internal factors** within the organization that is impossible to achieve the specified objectives, such as employee strikes.

**O-Opportunity Analysis** is elements or **external factors** that allow an organization to run business according to its objectives, for example an export company receives support on export from the government.

**T-Threats Analysis** is elements or **external factors** that obstruct the business to fail achieving its objectives, for example, a construction company lacks of wood for the construction due to the government's forest closure policy.





# Opportunity Means:

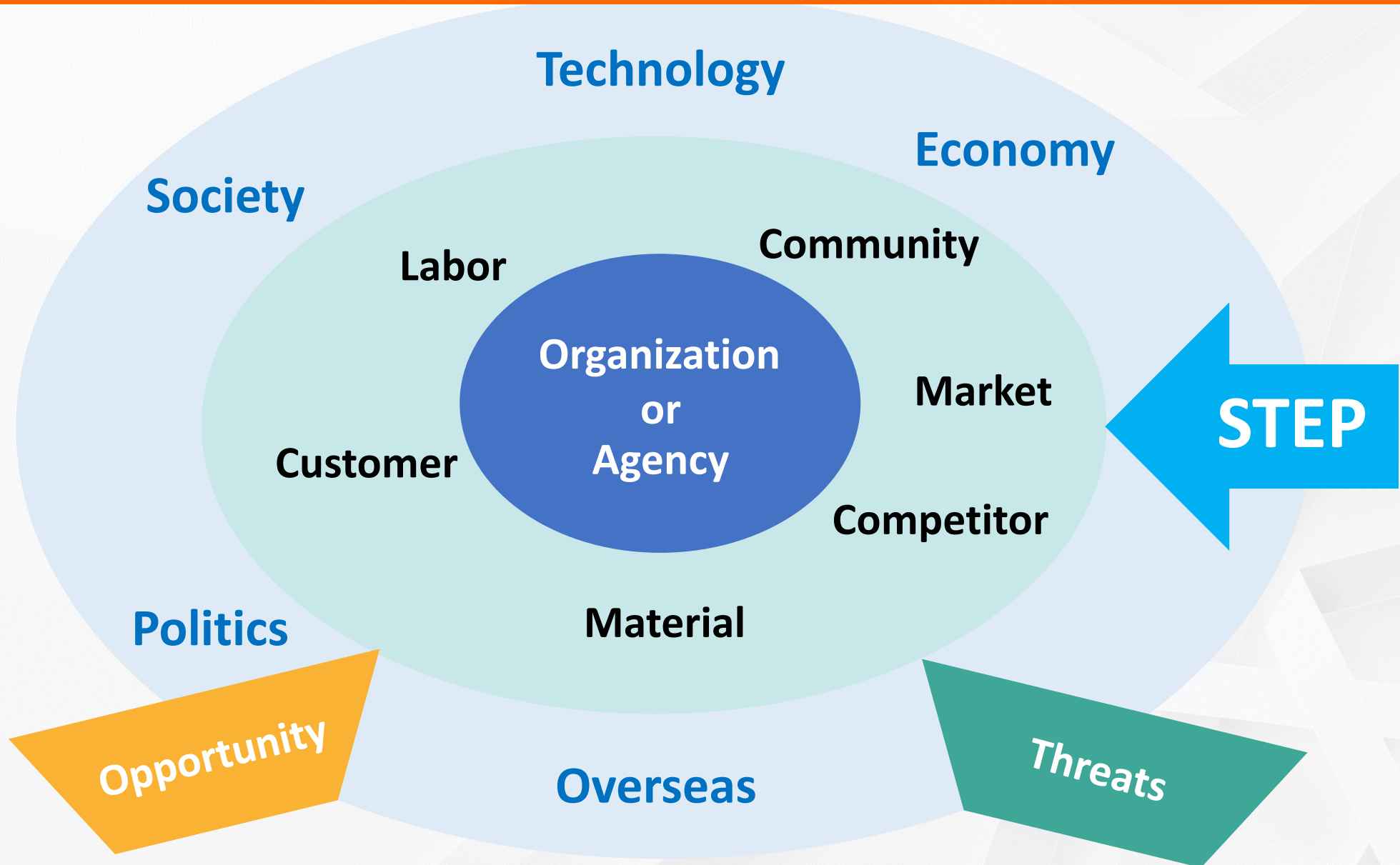
Effects from changes in environmental variables are factors that entail:

- A need for a variety of products
- Higher number of target customers, consumers and market
- New tools and methods that facilitate to achieve the goals
- Reinforcements that help mission performance fulfill the goals
- The production support of public and private sectors





# Analysis of External Factors of the Situation





# Analysis of External Factors of the Situation

## External factors of situation

- Severe economic downturn
- Unemployment & returning home
- Loan from abroad
- Violent politics
- Increase of oil prices



**Know Them – Know Us**  
**Keep information updated**

- Competitor's information
- Market need

## O-Opportunity

- Needs for more products
- Support from public and private sectors

## T-Threats

- Lower budget
- Limited labor





# Strength Means:

Variables of Internal properties within organization are factors that entail:

- Mission performance to achieve the goals
- Sufficient potentials and resources for producing products
- Impression of customers and stakeholders towards the organization
- Quality products





# Analysis of Internal Factors of the Situation







# Analysis of Internal Factors of the Situation

## Strengths

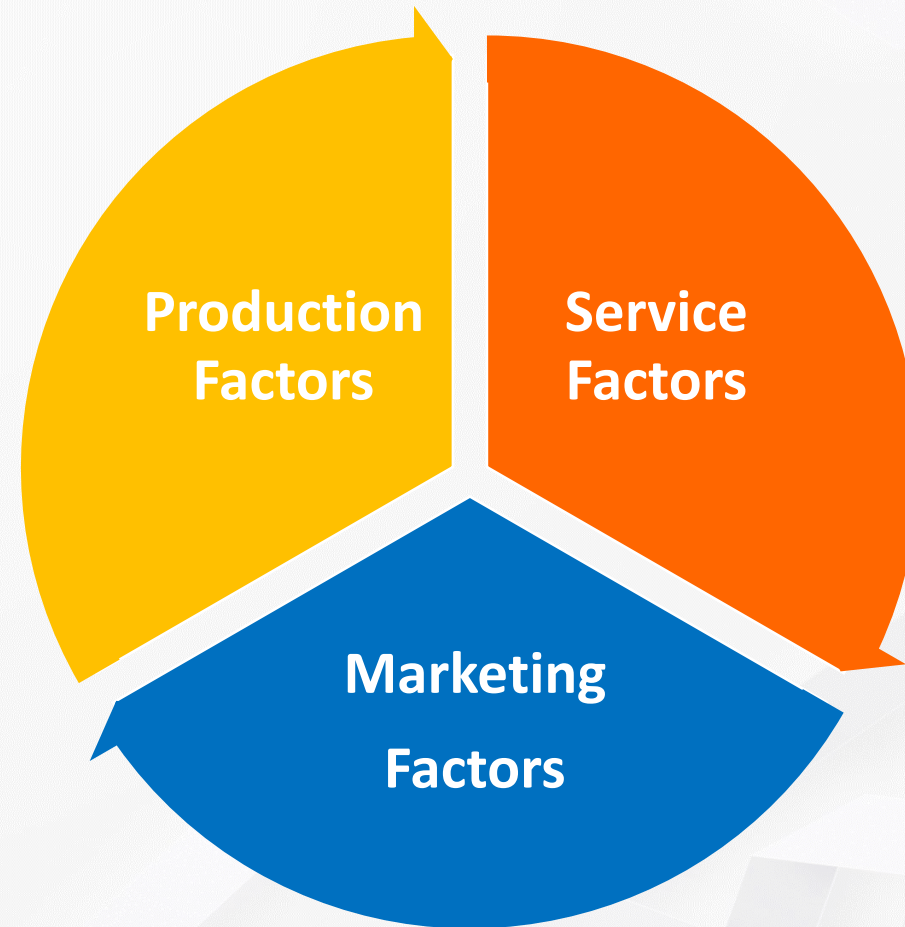
- Sufficient manpower
- Understanding on product development and marketing principles of personnel
- IT efficiency and accessibility
- Primary and secondary products

## Weaknesses

- Unskilled manpower
- Unsuitable organizational structure
- Inflexible budget system
- Lack of motivation
- High conflicts



# Factors of Product Success





# Production Factors





# Service Factors





# Product Function Analysis

Analysis of the KRAPP coffee kettle





# Product Function Analysis

Analyzing product functions in different aspects

Function brands	Adding coffee powder	Adding water	Closing the pot	Light & display
<b>MELITTA</b> 				
<b>PRINCESS</b> 				



# Product Function Analysis

Analyzing product functions in different aspects

Brands	Adding coffee powder	Adding water	Closing the pot	Light & display
<b>BRAUN</b> 				
<b>KRAPP</b> 				



# Product Function Analysis

Analysis of the  
KRAPP coffee kettle





# Product Function Analysis

Analysis of the flashlight

## Primary Function

- Utility
- Aesthetic
- Material
- Price
- Others

## Secondary Function

- Handling
- Cleaning
- Storage
- Others



# Product Function Analysis

Analysis of the flashlight





# Product Function Analysis

Analysis of the flashlight





# Product Function Analysis





# Product Function Analysis

The results of the function analysis for designing food containers are as follows:

## Size

Food containers had a modern and unique size. The width and length of the food containers were designed to save space in the refrigerator, and the height allowed for easy access from the end of the refrigerator.

## Spoon Storage

Shape facilitated keeping a spoon. It was different from others and easy to clean.

## Convenient Opening

The lid was easy to open and close. The containers were capable of heating food in a microwave oven and venting hot steam. In addition, containers have heat-resistant handles for removal from the microwave oven.