



都说生意难做，为什么别人的生意越做越好？  
一个小策略，让您看清局面，抓住机会！

**UNDERSTAND THE SITUATION CLEARLY,  
GRAB THE OPPORTUNITY QUICKLY!**

**SWOT ANALYSIS**  
**强弱危机分析法**



# 你的竞争对手有哪些?

## WHO ARE YOUR COMPETITORS?

### DIRECT COMPETITORS

- 提供与你相同产品的竞争对手
- COMPANY THAT OFFERS THE SAME PRODUCTS AS YOU



### INDIRECT COMPETITORS

- 提供的产品与您的不同，但可以满足相同需求
- WHOSE PRODUCTS ARE DIFFERENT FROM YOURS BUT SATISFY THE SAME NEEDS



### SUBSTITUTES

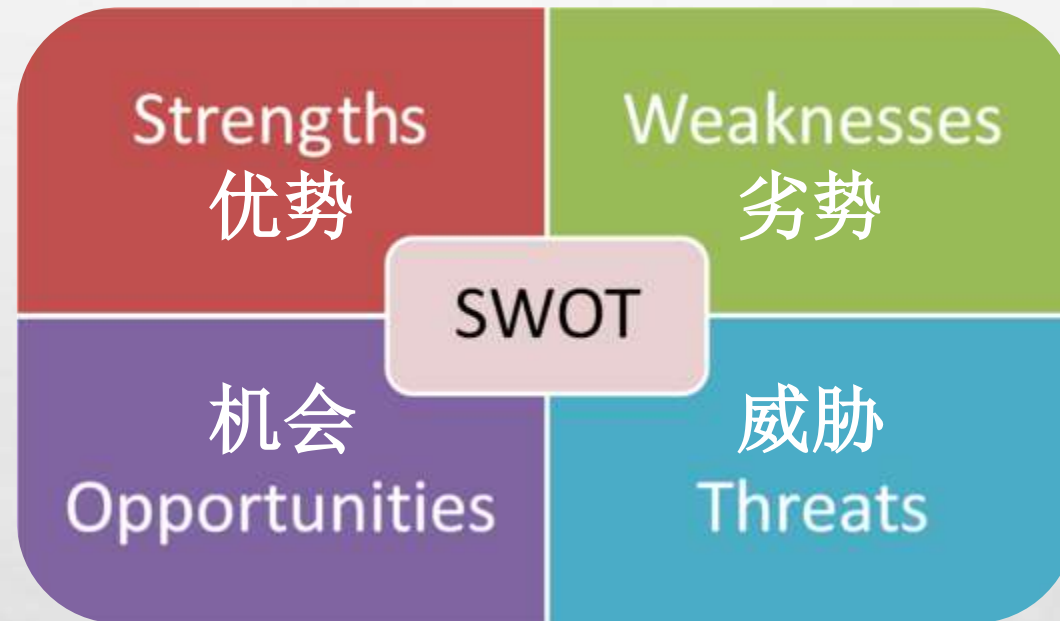
- 您所提供的产品可以被其他的产品取代
- PRODUCT OR SERVICE THAT CAN BE EASILY REPLACED WITH ANOTHER



# AFTER IDENTIFYING YOUR COMPETITORS.....

YOU MAY START PLANNING FOR A STRATEGY TO IMPROVE YOUR BUSINESS

清楚您的竞争者之后，这里有个好方法要介绍给您



**SWOT Analysis** 强弱危机分析法



# SWOT ANALYSIS 强弱危机分析法

- 强弱危机分析法的目的是根据您的：**优势，劣势，机会和威胁**来帮助您制定强有力的业务策略。

TO HELP TO DEVELOP A STRONG BUSINESS STRATEGY DEPENDS ON YOUR **STRENGTH, WEAKNESS, OPPORTUNITY AND THREATS.**

- 它可以帮助公司建立在其擅长和缺乏的基础上,最大程度地降低风险并利用成功机会。

IT HELPS A COMPANY TO BUILD ON WHAT IT DO WELL AND ALSO WHAT THERE ARE LACKING TO MINIMIZE RISKS, AND TO TAKE THE GREATEST POSSIBLE ADVANTAGE OF CHANCES FOR SUCCESS





首先，问问自己几个问题：

**Firstly, ask yourself a few questions :**

- What competitive advantages do you have over your competition?
- 您在竞争中拥有哪些竞争优势？

STRENGTHS  
优势



- What business processes need improvement?
- 有哪些不足的地方需要改进？

WEAKNESSES  
劣势



- What opportunity is growing for you?
- 您将会获得什么样的机会？

OPPORTUNITY  
机会



- What threats would harm you?
- 什么样的威胁会影响到您的生意？

THREATS  
威胁



# 第一步：找出你的优势

## STEP 1: IDENTIFY YOUR STRENGTHS

### 什么是优势?

What is strength?

- 优势是您和您的对手相比之下，您所擅长的事情。
- Strengths are things that your organization does particularly well, that distinguishes you from your competitors.

### 想一想

Let's think about

- 您在竞争中拥有哪些优势?
- What internal resources you have?

### 例子

Examples

- 良好的公司声誉
- Good reputation
- 有经验的员工
- Experienced staffs



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# 第二步：评估您的弱点

## STEP 2: EVALUATE YOUR WEAKNESSES

### 什么是劣势?

What is weakness?

- 劣势是那些会削弱公司实力的因素, 必须减轻对您的伤害
- Weaknesses can disrupt your business or put you at a competitive disadvantage. You need to enhance these areas to compete with your best competitor.

### 想一想

Let's think about

- 您的业务缺乏什么? 什么地方需要进步?
- What does your business lack? What areas need to be improved?

### 例子

Examples

- 缺乏适当的资金
- Lack of appropriate funding
- 不清楚独特的销售主张
- Not clear about unique selling proposition



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# 第三步：寻找新的机会

## STEP 3: LOOK OUT FOR NEW OPPORTUNITIES

### 什么是机会?

What is opportunity?

- 机会是有助于产业进展、环境变化，从而帮助您公司成长的因素
- Opportunities represent reasons your business is likely to prosper.

### 想一想

Let's think about

- 什么机会可以让您从市场或环境中受益?
- What opportunities exist in your market or the environment that you can benefit from?

### 例子

Examples

- 公司的媒体报道
- Media coverage of your company
- 对您的产品或服务的新需求
- New demand for your product or service





# 第四步：识别你所面临的威胁

## STEP 4: IDENTIFY THREATS

### 什么是威胁?

What is threats?

- 威胁是您无法控制的因素，必须采取预防措施以应对紧急情况并减少损失和伤害
- Threats include external factors beyond your control, which may put your strategy or business itself at risk. It may be helpful to resolve them by developing a contingency plan.

### 想一想

Let's think about

- 谁是您现有或潜在的竞争对手?
- Who are your existing or potential competitors?

### 例子

Examples

- 负面公众形象
- Negative public image
- 比您更便宜更好的产品和服务
- Cheaper and better products and services



# 学会了之后，你离成功就只差一步！

我们公司除了提供会计，审计和税务服务，我们也是商业顾问。

我们会依据您的生意，根据您公司的 **优势，劣势，机会和威胁**，提供最合适的**强弱危机分析**，让您轻轻松松地再您的领域越做越好，并且打败您的对手。

WE ARE NOT ONLY PROVIDING SERVICES IN ACCOUNTING, AUDIT AND TAX, BUT ALSO IN CONSULTANCY.

BASED ON THE **STRENGTH , WEAKNESSES, OPPORTUNITY AND THREATS** OF YOUR BUSINESS, WE WILL PRODUCE A **SWOT ANALYSIS** THAT PERFECTLY MATCHES WITH YOUR BUSINESS, IN ORDER TO DEVELOP A STRONG BUSINESS STRATEGY.





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