



2. UNDERSTAND

2.2 Current Context



2.2.2. SWOT Analysis



PRINT A3

DESCRIPTION

This section contains an analysis of the Strengths, Weaknesses, Opportunities and Threats (SWOT) associated with the current business model. As is customary in SWOT analysis, the Strengths and Weaknesses are internal to the case organisation's business model. Whereas, the Opportunities and Threats are external to the case organisation, coming from the context in which they operate (exemplified in the diagram above).

STEPS

Having identified Strengths & Weaknesses within your current business model See 2.1 Current Business Model: Strengths and Weaknesses and Opportunities & Threats within your current context See 2.2 Current Context: Step 9, place them in the appropriate section of the SWOT analysis template to map out your internal and external, barriers and enablers to circularity.

OUTPUT

Common understanding of the factors important to this business model as well as potential for improvements in future state business models



2. UNDERSTAND

2.2 Current Context



2.2.2. SWOT Analysis

Having identified Strengths & Weaknesses within your current business model See 2.1 Current Business Model: Strengths and Weaknesses and Opportunities & Threats within your current context.

See 2.2 Current Context: Step 9, place them in the appropriate section of the SWOT analysis template to map out your internal and external, barriers and enablers to circularity.

