

## Teacher guide

### SWOT analysis - Hewden

#### Where does the lesson fit?

This session would serve as an introduction to the SWOT analysis within a marketing module, looking at internal and external factors that influence a business' decisions.

**Suggested resources & activities** related to SWOT analysis and Hewden.

- Full Hewden case study
- Hewden MP3 of case study
- SWOT analysis PowerPoint
- Hewden crossword
- Hewden word search



#### Suggested timings for the session

5 mins	Starter e.g. Hewden word search or crossword
10 mins	Use the SWOT analysis PowerPoint to introduce the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task
5 mins	What have you learned?

#### Answers to questions

1. What does SWOT analysis mean?  
It is an analysis of a business' Strengths, Weaknesses, Opportunities and Threats. Strength and Weaknesses are based on the business from within. Opportunities and Threats are factors in the external environment that could affect the business.
2. Describe the reasons for performing a SWOT analysis.  
A SWOT analysis can help a business to remain competitive and secure its future by making it aware of potential changes, and allowing these changes to be a focus of future strategies.
3. Analyse Hewden's SWOT analysis. To what extent do you think this analysis has helped the business remain a market leader?



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

Hewden's SWOT analysis has helped the company remain a market leader in many ways, for example it highlighted the need for:

- Workforce planning to ensure a pipeline of talent - especially important due to the ageing workforce.
- An effective graduate programme and training and development opportunities to ensure its skilled workforce trained in the 'Hewden way'.
- A new operating system to improve efficiency and allow Hewden to offer its USP - core fleet guarantee.
- Making full use of advancements in technology to improve communication – LinkedIn and the Hewden Smartphone app.

4. Evaluate the usefulness of a SWOT analysis.

SWOT analysis is a useful technique for organisations to plan for the future. The analysis is particularly useful as it looks at both the internal and external factors that will have an impact on the business' operations. Understanding its strengths and weaknesses enables an organisation to make changes to eradicate weaknesses and use its strengths to maximise opportunities in the external environment. Understanding these factors will aid strategic decisions and reduce risk – protecting the future of the business.

#### **What have you learned?**

- What a SWOT analysis is
- Reasons for performing a SWOT analysis
- Benefits of a SWOT analysis