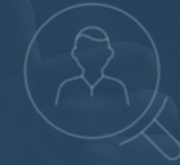


# SWOT NORM STRATEGIES

**Mateusz Panek** PhD DBA LLD  
mateusz@doctor.eco

KEY ACTIVITIES



VALUE PROPOSITION



CUSTOMER RELATIONSHIPS



CUSTOMER SEGMENTS



CHANNELS



REVENUE STREAMS



COST STRUCTURE

KEY PARTNERS










KEY RESOURCES

# SWOT NORM STRATEGIES

	CHANCES	RISKS
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>These are the internal attributes that give an advantage over others. Strengths can be tangible or intangible assets, such as a strong brand, skilled workforce, proprietary technology, or efficient processes.</li> </ul>	<b>SO-STRATEGIES</b> <ul style="list-style-type: none"> <li>This strategy focuses on using a company's internal strengths to take advantage of external opportunities. It's about leveraging what the company does best to capitalize on the favorable conditions in the external environment.</li> </ul>	<b>ST-STRATEGIES</b> <ul style="list-style-type: none"> <li>This strategy aims to overcome internal weaknesses by taking advantage of external opportunities. It involves identifying areas of improvement within the company and aligning them with external opportunities for growth or development.</li> </ul>
<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>These are the internal attributes that place the organization at a disadvantage relative to others. Weaknesses might include gaps in capabilities, outdated technology, lack of resources, or any other factors that hinder an organization's ability to meet its objectives.</li> </ul>	<b>WO-STRATEGIES</b> <ul style="list-style-type: none"> <li>This strategy is about using the company's strengths to counteract or mitigate external threats. It involves leveraging the company's core competencies and capabilities to defend against challenges posed by competitors or changes in the market.</li> </ul>	<b>WT-STRATEGIES</b> <ul style="list-style-type: none"> <li>This is a defensive strategy that focuses on minimizing internal weaknesses and avoiding external threats. It's often seen as a worst-case scenario strategy, where the company needs to work on its vulnerabilities while also being cautious of external challenges.</li> </ul>

# BUSINESS MODEL CANVAS

# BUSINESS MODEL CANVAS

<p><b>KEY PARTNERS</b></p> <p>Who are our most important partners?</p> <p>Who are our most important suppliers?</p> <p>Which resources are we purchasing from our partners?</p> <p>Which activities do our partners take over?</p> 	<p><b>KEY ACTIVITIES</b></p> <p>Which activities require our solutions, sales channels, customer loyalty, sources of income?</p> 	<p><b>VALUE PROPOSITION</b></p> <p>Which benefit do we deliver to our customers?</p> <p>Which problems do we help to solve?</p> <p>Which needs do we meet?</p> <p>Which products or services do we offer different customer groups?</p> 	<p><b>CUSTOMER RELATIONSHIPS</b></p> <p>How can we establish and maintain this relationship?</p> <p>How are the customer relationships integrated into our business model?</p> 	<p><b>CUSTOMER SEGMENTS</b></p> <p>Whom do we want to create value and benefit for?</p> <p>Who are our most important customers?</p> 
<p><b>COST STRUCTURE</b></p> <p>Which are the most important expenditure items within our business model?</p> <p>Which resources cause the highest costs?</p> <p>Which activities cause the highest costs?</p> 		<p><b>REVENUE STREAMS</b></p> <p>What are our customers willing to pay for? How would they like to pay?</p> <p>What are they paying for already? How does every source of income contribute to the final result?</p> <p>How do they pay today?</p> 		

# BUSINESS MODEL CANVAS

