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weaknesses as well as opportunities and threats that may exist in a specific business situation in this toolkit the swot analysis tool is a heuristic tool that provides techniques for gathering and evaluating information and then brainstorming to discover new insights in ways that help you develop a viable market entry strategy or marketing mix for your product or service a strengths weaknesses opportunities and threats swot analysis has become a key tool used by businesses for strategic planning scholars have conducted swot research for over six decades however a collective understanding of swot analysis remains vague to help you carry out a swot analysis that is robust and relevant to guide you around its pitfalls so that you can create a strategic direction for you or your organisation

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