

Module 5

Pukenga, auheke, whiwhinga, wero

SWOT — strengths, weaknesses,
opportunities, threats





HE AWHINA NUI
TE TIROHANGA
WHĀNUI SWOT
KIA WHAI
MĀRAMATANGA AI
KOĒ KI TŌ TŪĀHUA
KIA PIKI AKĒ AI.
Ē PĒRĀ ANA KI TE
KĀHU Ē ĀROHIROHI
ANA.

A SWOT overview is a really useful tool to help you understand your situation and how to make the best of it.

It's like having a bird's eye view of your business.

A SWOT analysis groups together information into four main sections.

A SWOT can be used to:

- Explore new solutions to problems
- Identify barriers that could limit your goals
- Choose the best direction
- Show possibilities and limits
- Present to leaders or key supporters

It gives a snapshot of the current situation, showing real and potential positives and negatives. This allows you to make the most of what you have, and find solutions for challenges.

The way you respond to each part of the SWOT feeds into your planning.

STRENGTHS

You want to use these wherever you can.
Play to your strengths baby!

WEAKNESSES

Be honest! This is where the magic happens.
If you are aware of these, you'll be able to take action so that they won't affect you too much.

OPPORTUNITIES

Take the opportunities and make the most of them.

THREATS

Identify threats and plan for them, to minimize their effects.

Each time you do a SWOT chart, the scope depends on what you want to find out more about. Is it: your creative business, a project, your group, or something else?

Answer these pātai:

1. In the S quarter, write down all the strengths.

eg: My work is unique,
people know my work,
I have a great workspace.

2. In the W quarter,
write down all the
weaknesses.

eg: the materials I use are
expensive, my work takes
a long time to produce.

3. In the O quarter, write down all the opportunities.

eg: Finding galleries in other cities to show work in, setting up an online shop.

4. In the T quarter, write down all the threats.

eg: Competition from other carvers, my studio rent could go up.

If you are going into business with others, do your SWOT together. If you need more space, you can make up your own SWOT chart on a big piece of paper.

SWOT analysis

| | |
|----------|----------|
| S | W |
| O | T |

AHAKOA KEI WHEA KOE
I RUNGA I TŌ HĪKOINGA
PAKIHI, E TINO HIAHIA
ANA TE TĪMA O
CREATIVE WAIKATO KI
TE RONGO MAI I NGĀ
RINGATOI KEI TŌ MĀTOU
ROHE. KUA UTUA
MĀTOU KI TE AIWHI I
NGĀ RINGATOI, NŌ
REIRA ME WHAKAPĀ
MAI KI A MĀTOU.

**No matter where you're at in your
business journey, the team at Creative
Waikato love hearing from artists in our
region. We're here to help, so please
don't be a stranger.**