Article

Name

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Tutor

Date

**Swot Analysis Provides a Full Picture When Looking at a Product and a Brand.**

**Article: Joseph, J. and more, R. (2017). *A SWOT Analysis Provides a Full Picture When Looking at a Product and a Brand*. [online] Entrepreneur. Available at:** [**https://www.entrepreneur.com/article/246434**](https://www.entrepreneur.com/article/246434) **[Accessed 18 Apr. 2017].**

There are high chances that organizations which have done marketing must have involved in SWOT analysis at one particular time. Therefore, SWOT analysis is the foundation of product marketing as it will determine the company’s effectiveness in the market.

One notable problem of SWOT analyses is that it is one dimensional as it majorly emphasizes on the product and only the products while ignoring much emphasis on the brand. It is always advisable for the firm to consider both the product and brand while conducting the SWOT analyses of the business (Joseph and more, 2017).

Strengths

During the SWOT analysis process, the firm should include the strengths possessed by the business. The firm’s strength should be the competitive advantages that the organization distinctively poses in the prevailing industry. However, most entrepreneurs just emphasise on the features or attributes of the products or services they provide and honesty do not differentiate from the rivals. This is the main reason why the company should include the strengths in the firm’s brand as well.

Weaknesses

Besides, the organisation should challenge itself to identify the weaknesses that the business uniquely experiences, and emphasise on the various factors that keep the company from being competitive in the industry. Similarly, the company should identify its weaknesses from both the brand and product perspective. The business manager should ask whether the brand stands out in the market place and if the consumers acknowledge what the brand is all about.

Opportunities

Surprisingly, most business entrepreneurs can develop list of product opportunities and at the same time ignore to have a thought of where they take their business brand. It always advisable for the business to think through multiple ways an individual can expand its business brand, because the opportunities can be more impactful to the business operations including in both the products and the brands.

Threats

Evidently, most business threats are common to all types of businesses in a particular category, which is why the management should seek the potential threats to the business brands together with the threats that might influence the business products. Failure to determine both the product and brand threats, the organization can be in significant crisis and loses which can be associated by the permanent weakening of the brand. Therefore, the business managers should proactively examine the potential threats to both the products and the business brand.7

Indeed the article is highly valuable for any business owner because it greatly focuses on the two dimensional SWOT analysis which is actionable and effective in ensuring there is business productivity after its inclusion to the business’ action plans. Specifically, the article focuses on conducting a SWOT analysis while looking at both the product and brand perspectives of the business (Joseph and More, 2017).