



الكميات من الضعف

Advance SWOT : Quantitative and Mix factors

EXHIBIT 4.6 Quantitative Assessment of the SWOT Matrix

This analysis was conducted for the VirPharm marketing plan example found on our website. The ratings in each cell have their basis in a thorough analysis of the company and the industry.

Strengths	M	I	R	Opportunities	M	I	R
BOPREX approved to treat arthritis, migraine headache, and general pain	3+	3	9	FDA has approved the transition of prescription NSAIDs into OTC market	3+	3	9
Patent exclusivity for three years	3	3	9	Consumers will try new products as they become available	3	3	9
New product entry	3	2	6	NSAIDs can be used as general pain reliever and fever reducer	3	3	9
Prescription-strength pain relief available OTC	3	2	6	Potential market channels not currently exploited	3	3	9
Effective migraine treatment	3	2	6	Competing prescription pain relievers have been pulled from the market	3	2	6
Talented and motivated workforce	2	2	4	Weak product differentiation among OTC competitors	3	2	6
Lower cost of raw materials	3	1	3	U.S. population is increasingly seeking convenience of online shopping	2	3	6
Wide range of products	1	2	2	Increase in aging population	2	2	4
Weaknesses	M	I	R	Threats	M	I	R
Limited marketing budget	-3	3	-9	Competition from both prescription pain relievers and OTC pain relievers	-3	3	-9
Market position (number 6 in market)	-3	3	-9	Extremely crowded OTC market	-3	3	-9
Weak product differentiation	-3	3	-9	Consumer loyalty with existing competitors	-3	2	-6
Current brand name (new to market)	-3	2	-6	Negative publicity regarding NSAIDs	-2	3	-6
Mid-sized company	-2	2	-4	Declining physician recommendation of NSAIDs	-1	3	-3
BOPREX associated with gastrointestinal side effects	-1	3	-3	OTC NSAIDs not indicated for long-term use	-1	2	-2
Variability in offshore suppliers	-1	2	-2	Regulations on drug advertisements could intensify	-1	2	-2

مثال من الكتاب لشركة ادوية عاملة SWOT analysis ، شو يعني quantifications انه بيعطوا لكل مقياس من 1 ل 3 ويكون على magnitude وعلى important

M = magnitude of the element, I = importance of the element, R = total rating of the element. Magnitude scale ranges from 1 (low magnitude) to 3 (high magnitude). Importance scale ranges from 1 (low importance) to 3 (high importance).

Information from the VirPharm marketing plan:

The first step is to quantify the magnitude of each element within the matrix.

Magnitude: is refers to how strongly each element affects the firm. *صحيح او مدى التأثير*

- 1 (low magnitude), 2 (medium magnitude), or 3 (high magnitude) for each strength & opportunity,
- -1 (low magnitude), -2 (medium magnitude), or -3 (high magnitude) for each weakness and threat.



The second step: is to rate the importance of each element

using a scale of 1 (weak importance), 2 (average importance), or 3 (major importance) for all elements in the matrix.

ما كان موجود في فيديو مان الاولايين

Grid	High Magnitude (Impact)	Low Magnitude (Impact)
High Importance	Strategic Priorities	Key Focus Areas
Low Importance	Watch List	Routine Monitoring

Grid	High Magnitude (Impact)	Low Magnitude (Impact)
High Importance	Strategic Priorities <i>Regulatory Compliance Issues:</i> A new regulation requires immediate changes to company processes and can have a substantial impact on operations and profitability.	Key Focus Areas <i>Employee Training Programs:</i> Training programs are crucial for improving staff skills and organizational efficiency but currently have a limited immediate impact on overall performance.
Low Importance	Watch List <i>Emerging Technology Trends:</i> New technologies could have a significant impact on the industry in the future but are not yet a major concern for the organization.	Routine Monitoring <i>Office Supplies Inventory: Office Cleaning Schedule</i> Managing office supplies is a routine task with minimal impact on overall business strategy or operations.

The final step is to multiply the magnitude ratings by the importance ratings to create a total rating for each element.

Remember that:

- Magnitude and importance ratings should be heavily influenced by customer perceptions and other perceptions, not just the perceptions of the manager.
- Those elements with the **highest total ratings** (positive or negative) should have the greatest influence in developing the marketing strategy. كل ما كان Rate اعلى كل ما كان توجيهك واهتماماتك اكثر
- A **sizable strength in an important area must certainly be emphasized in order to convert it into a capability or competitive advantage.**
- **Fairly small and insignificant opportunity should not play a central role in the planning process.**

تقيمه خفيف



SWAT Grid	Strengths- S	Weaknesses – W
	<ol style="list-style-type: none"> Existing brand Existing customer base Existing distribution 	<ol style="list-style-type: none"> Brand perception Intermediary use Technology/skills X-channel support
Opportunities -O	SO strategies	WO strategies
<ol style="list-style-type: none"> Cross-selling New markets New services Alliances/Co-branding 	Leverage strengths to maximize opportunities = Attacking strategy Growth	Reinforce! What else? هذا variable يمكن يشمل باقى الاستراتيجيات المتقدمة
Threats-T	ST strategies	WT strategies
<ol style="list-style-type: none"> Customer choice New entrants New competitive products Channel conflicts 	Leverage strengths to minimize threats = Defensive strategy بتستخدم أدوات الدفاع	Minimize or Eliminate risk Share or Transfer risk = Retreat strategy Retrenchment الاكتميل انك تنسحب

Retrenchment is an act of cutting down or reduction, particularly of public expenditure



اي تحليل بدك تعمله في two levels

The WH Family

1st level is the simple WH questions

2nd level is the Which is sub level

أداة للمناقشة

