



New Opportunities for the Development of Education at the Technical University of Liberec

Specific objective A2: Development in the field of distance learning, online learning and blended learning

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Textile sales strategy SWOT analysis

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SWOT analysis

SWOT analysis is a tool used to evaluate a company or project's competitive situation. The letters stand for: Strengths, Weaknesses, Opportunities and Threats

Internal environment: logistics, relationships in the business....

External environment: change of interest rates, business cycle phase....

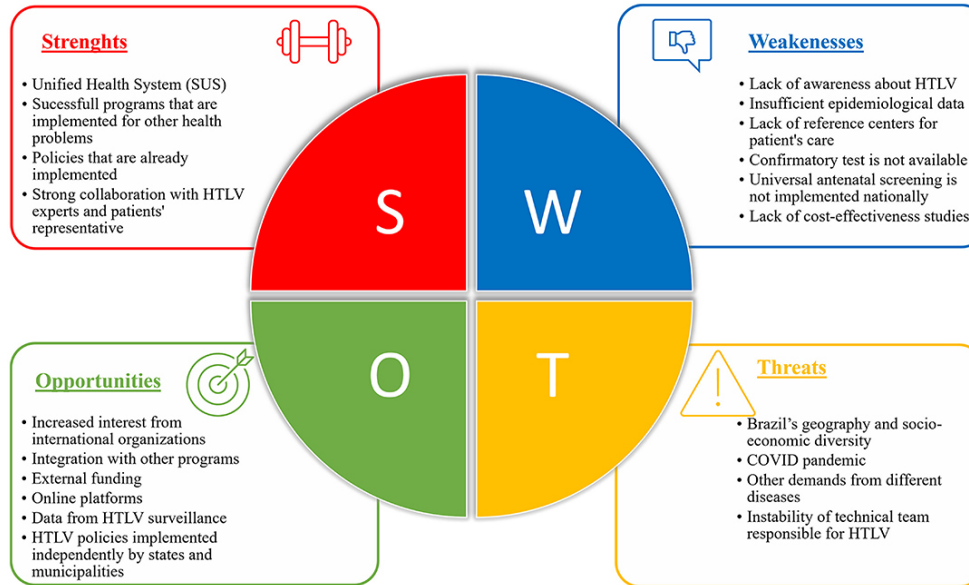
Strengths – factors which help to strengthen the position on the market (know-how)

Weaknesses – factors where we are worse off than our competitors (high costs)

Opportunities – technological development, unsatisfied needs of customers, tax relief, projects

Threats – competition, regulatory measures

SWOT analysis





Thank you for your attention

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