



## STRENGTHS

- SVT has a regional monopoly in each country in which it operates (I.7)
- Each division is headed by a director with operational and tactical authority, enabling quick decision making (I.15)
- Improved efficiency and labour productivity (I.24, I. 74-75)
- SVT achieved economies of scale by modernising and reorganising H4's operations (I.56)
- Multiple income streams (e.g. I.36-38)
- Broad product range (I.49)
- CSR activities (SVT's CSR outreach program I.96-97)
- Full order book for 2023 for wind turbines (I.80)
- SVT's share price rose by 65 % and annual profits doubled, enabling the company to increase its dividends each year. (I. 88 – 89)
- Internal and external growth strategies (I. 30-32)
- Multinational company operating in multiple countries (I.5, I.39-41)
- The water produced meets the World Health Organization 125 guidelines for potable water. (I.124-125)
- The large increase in the demand for cruise holidays in the last 20 years has boosted SVT's sales of these plants by 300% since 2015 (I. 44-45)
- Innovative technologies to enhance the speed and quality of production (L.72)

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## WEAKNESSES

- The leadership styles of the directors differ between the divisions that create clashes (I.19, 24-26)
- Some machinery needs update (I.24-26)
- H4's board of directors had been reluctant to embrace change (I.51-52)
- H4 never used financial/non-financial methods of motivation (I.55)
- Their water filters are not suitable for use in countries that have problems with access to potable water (I.86)
- SVT has little experience of distributing consumer products in LEDCs and no distribution channel in place for this new product (I.133)
- Conflict between stakeholders due to deciding whether they should subsidise the WF15 or not (I.130)

## OPPORTUNITIES

- The market for desalination is growing rapidly, and some estimates suggest that the global water desalination market will double in the next 10 years (I.39-40)
- Large increase in the demand for cruise holidays in the last 20 years (I.44)
- The demand for wind turbines is expected to grow each year as more countries seek methods of generating electricity that do not rely on burning fossil fuels (I.80-81)
- In LEDCs levels of social media usage were fast approaching the levels seen in advanced economies (I. 138)

## THREATS

- Highly skilled and specialised employees were in very short supply in the UK (L.68)
- Lower financial needs and wants from potential customers in LEDC and lower access to media, meaning no distribution available for new SVT products (I.135).
- Only a minority of families owned a television set and newspapers and magazines were seldom purchased (I.134-137)

**EXAM TIP: Examine how each element of the SWOT may affect SVT's decisions!**

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