



Lifelong Learning Programme



Education and Culture DG



Education and Training

SWOT ANALYSIS NR 1 – JUNE 2011

At the recent meeting of the Eduplan partnership in Tours (April 2011), it was agreed that a first SWOT analysis of the Eduplan tool should be carried out in June 2011, at the point in time when the first piloting takes place. All Partners and the persons participating in the first piloting should carry out a SWOT analysis of the tool.

To remind, SWOT analysis is a planning tool used to understand the **Strengths, Weaknesses, Opportunities, and Threats** involved in a project (Eduplan tool). It involves specifying **the objective of the project** and identifying **the internal and external factors which are favourable or unfavourable for attaining the objective**. More information about the SWOT analysis can be found in the Eduplan Quality Management Plan.

Below on page 2 is a graphical representation of the SWOT matrix and the **definition of the of the EDUPLAN tool objective**. On **page 3**, you will find the **four boxes** where you can insert **your comments regarding the Strengths, the Weaknesses, Opportunities and Threats of the EDUPLAN tool** after having participated in the first piloting of Eduplan in June and July 2011. Finally, on page 4 **a listing** gives some **keywords which subjects could be of interest** when carrying out a **SWOT assessment of Eduplan tool**. Please feel free to mention any topic in **your SWOT analysis** and do not limit yourself to the items listed in the table.

Please fill in these boxes on page 3 below with your assessment comments and send the sheet back to helga.treiber@icons.fr.

The external evaluator – Prof Thomas Eckert – and the EDUPLAN quality manager – Helga Treiber – will analyse your answers and compile a summary of the analysis.

MATRIX SCHEME SWOT ANALYSIS



OBJECTIVE OF EDUPLAN TOOL

Eduplan is an online instrument adaptable to various contexts and evaluating the achievement of stated goals in the training for the benefit of organisations, institutions, consultants in chambers, projects managers and personnel working in a range of guidance settings and allows also individuals (e.g. apprentices) to fill-in their ratings.

Having read the objective of Eduplan tool above and having worked with the tool, you can now carry out



YOUR SWOT ANALYSIS OF THE EDUPLAN TOOL

PLEASE MENTION ALL ITEMS THAT COME TO YOUR MIND

STRENGTHS please fill in	WEAKNESSES please fill in
OPPORTUNITIES please fill in	THREATS please fill in

Listing with keywords for S, W, O T for Eduplan tool

	Helpful to achieve objectives	Harmful to achieve objectives
Internal origins	<p>STRENGTHS</p> <ul style="list-style-type: none"> • Advantages of Eduplan • Competitive advantages of the tool • Resources, assets, people • Experience, knowledge, data • Marketing - reach, distribution, awareness • Innovative aspects • Localisation issues • Price, value, quality • Accreditations, qualifications, certifications • Management cover, succession 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Disadvantages of Eduplan • Lack of competitive strength • Reputation, presence and reach • Known vulnerabilities • Timescales, deadlines and pressures • Commitment, leadership • Accreditations, etc • Management cover, succession
External origins	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Market developments • Competitors' vulnerabilities • Trends in professional training world • Technology development and innovation? • New markets, vertical, horizontal • Niche target markets • Geographical, export, import • Business and product development • Information and research • Partnerships, agencies, distribution 	<p>THREATS</p> <ul style="list-style-type: none"> • Political effects • Legislative effects • Environmental effects • Competitors' intentions • Market demand • New technology, service • Vital contracts and partners • Sustaining internal capabilities • Obstacles faced • Insurmountable weaknesses • Loss of key staff? • Economy - home, abroad