

# So führst du eine SWOT-Analyse durch

Intern

## Stärken

- Was können wir gut?
- Was haben Kunden oder Partner Positives über uns gesagt?
- In welchen Bereichen sind wir der Konkurrenz überlegen?
- Was ist an unserem Unternehmen oder Angebot einzigartig?
- Über welches Kapital verfügen wir (z. B. geistiges Eigentum, technische Anlagen)?

## Schwächen

- Was können wir verbessern?
- Womit sind unsere Kunden oder Partner unzufrieden?
- Wo sind wir unseren Konkurrenten unterlegen?
- Wo fehlen uns Wissen oder Ressourcen?

Positiv

## Chancen

- Von welchen aktuellen Trends können wir profitieren?
- Welche von unseren Stärken können für potenzielle Partner wertvoll sein?
- Welche angrenzenden Märkte könnten wir erschließen?
- Gibt es geografische Regionen mit weniger Konkurrenz?

## Risiken

- Welche Pläne verfolgen unsere Konkurrenten?
- Wie sind wir durch unsere Schwächen verwundbar?
- Auf welche Markttrends sind wir nicht vorbereitet?
- Welche wirtschaftlichen oder politischen Entwicklungen könnten sich auf unser Geschäft auswirken?

Negativ

Extern

# Swot Analyse Am Beispiel Mcfit

**Lingsheng Yao**

A red circular graphic with a gradient, appearing as a semi-circle or a partial circle, located to the right of the author's name.

## **Swot Analyse Am Beispiel Mcfit:**

**"Swot-Analyse" Am Beispiel "Mcfit"** Elisabeth Ziegert, 2015-06-02 Studienarbeit aus dem Jahr 2014 im Fachbereich BWL Marketing Unternehmenskommunikation CRM Marktforschung Social Media Note 1,1 Deutsche Hochschule für Prävention und Gesundheitsmanagement GmbH Veranstaltung Marketing II Sprache Deutsch Abstract Zum besseren Verständnis ist zunächst der Begriff SWOT zu erläutern. Die einzelnen Buchstaben der Abkürzung SWOT stehen für Strengths (Stärken), Weaknesses (Schwächen), Opportunities (Chancen) und Threats (Risiken). Ziel der gesamten SWOT-Analyse ist es aufzuzeigen, inwieweit die derzeitige Strategie des Unternehmens infolge vorhandener Einflüsse des gesamten Umfeldes erfolgreich erzielt werden kann. Zur Sicherung der eigenen Existenz ermitteln Unternehmer ihre Stärken und Schwächen intern und stimmen diese auf die Chancen und Risiken des Marktes ab extern. Die Analyse des Leistungsvermögens im Bezug auf das Marketing-Umfeld zur optimalen Strategieentwicklung steht bei der SWOT-Analyse somit im Fokus. Hierfür wird die SWOT-Analyse generell in drei Teile gegliedert, welche in der folgenden Tabelle dargestellt sind und zusätzlich sowohl Ziele als auch Bestandteile der Teilanalysen aufzeigt.

**Strategische Unternehmensführung im Gesundheitsmanagement. Am Beispiel eines Fitnessstudios** Bilal Mohandis, 2021-12-17 Studienarbeit aus dem Jahr 2020 im Fachbereich BWL Unternehmensführung Management Organisation Note 1,7 Deutsche Hochschule für Prävention und Gesundheitsmanagement GmbH Sprache Deutsch Abstract Diese Arbeit behandelt das Thema strategische Unternehmensführung im Gesundheitsmanagement am Beispiel eines Fitnessstudios und befasst sich mit der Darstellung der Ausgangssituation, der strategischen Zielplanung, der strategischen Analyse (SWOT-Analyse und Prognose), der Strategieformulierung (Blue Ocean Strategie) und des Personalmanagement. Der Unternehmenstyp ist ein international agierendes Premium Fitnessstudio, welches auf dem europäischen Markt expandiert. In Deutschland will das Unternehmen X eine weitere Filiale eröffnen. Das Unternehmen X agiert international und will sich mit einem hohen Qualitätsstandard der Mitarbeiter, des Services, der Einrichtung sowie der Geräte und weiteren Dienstleistungen von Konkurrenten auf dem Markt distanzieren. Dennoch soll durch die Segmentierung der einzelnen Geschäftsfelder wie zum Beispiel der Nutzung der Sauna und der Inanspruchnahme der Massagen und Ernährungsberatungen eine breitere Zielgruppe erreicht werden. Das Unternehmen will hochgradiges Training für jeden greifbar machen, jedoch mit der Preisspanne zwischen den einzelnen Bereichen den Charakter eines Premium Fitnessstudios wahren. Hinsichtlich des stetig wachsenden Marktes in der Fitness- und Gesundheitsbranche will das Premium Unternehmen X explizit mit diesen Angeboten Mitgliedschaften anwerben.

*SWOT-Analyse und Marktforschung: Franchise-Konzept und Konsumentenverhalten* Moritz Wenninger, 2013-05-06 Studienarbeit aus dem Jahr 2012 im Fachbereich BWL Marktforschung Note 1,2 Deutsche Hochschule für Prävention und Gesundheitsmanagement GmbH Sprache Deutsch Abstract Die Abkürzung SWOT beschreibt die vier englischen Worte Strengths (Stärken), Weaknesses (Schwächen), Opportunities (Chancen) und Threats (Risiken). Die SWOT-Analyse ist dabei eine Kombination aus interner und externer

Analyse Ziel der Analysen ist die Stärken und Schwächen des eigenen Unternehmens herauszuarbeiten um so Chancen im Markt zu erkennen und Risiken zu minimieren Die interne Ressourcenanalyse hat das Ziel eine Grundlage zur Strategieentwicklung zu schaffen Dies geschieht über eine Bestimmung der gegenwärtigen und zukünftigen Ressourcensituation Die interne Analyse unterteilt sich in drei Teilbereiche Im ersten Schritt der Erstellung eines Ressourcenprofils werden die vorhandenen finanziellen physischen organisatorischen und technologischen Ressourcen erfasst und bewertet Im zweiten Schritt ermittelt man die Stärken und Schwächen des eigenen Unternehmens im Vergleich zum stärksten Mitbewerber die schließlich im letzten Schritt mit den Stärken und Schwächen des stärksten Konkurrenten verglichen werden Die externe Umweltanalyse bewertet die Marktattraktivität und hat das Ziel die Planung an eventuelle zukünftige Entwicklungen anzupassen Sie untersucht die Chancen und Risiken eines Unternehmens welche sich in zwei Bereiche unterteilen lassen Im Bereich Markt und Wettbewerb können Marktstrukturen Marktpotential Marktvolumen Kundenstruktur Konsumverhalten Wettbewerb und demographische Entwicklung analysiert werden Im Bereich Umfeld und allgemeine Rahmenbedingungen werden die gesetzlichen staatlichen gesellschaftlichen und ökologischen Rahmenbedingungen erfasst Zusätzlich werden die technologische technische Entwicklung und sonstige ökonomische Rahmen und Umweltbedingungen analysiert Nachdem die interne und externe Analyse abgeschlossen ist werden die Ergebnisse in einer Matrixdarstellung zusammengefasst siehe 1.3 um daraus Strategien und Handlungsempfehlungen abzuleiten Das Kommunikationskonzept Klaus Schmidbauer, Eberhard Knödler-Bunte, 2004 Die Kommunikation ist zur Sintflut geworden Um nicht zu ertrinken schotten sich die Menschen ab Nur die Impulse die den Nerv treffen und nicht auf den Nerv gehen erreicht das Ziel Gehört Ihre Kommunikation dazu Innovationsmanagement im Sport Regina Roschmann, 2021-03-17 In ökonomischer Hinsicht hat sich der Sport vom Freizeitvergnügen zur Industrie mit breiter Branchenstruktur entwickelt Alle diese Bereiche leben von Innovationen Der Sportmarkt ist hochdynamisch und muss sich sowohl am Zeitgeist als auch an den wechselnden Wünschen der Aktiven bzw Kunden orientieren die stets innovative Angebote Produkte und Dienstleistungen erwarten Deshalb ist das Innovationsmanagement für Anbieter sportbezogener Produkte und Dienstleistungen von integraler Bedeutung Von der Identifikation innovativer Ideen über die Schaffung innovationsfreundlicher Organisationsstrukturen und kulturen bis hin zur wirtschaftlichen Realisierung vermittelt dieses als kompakter Leitfaden konzipierte Werk das nötige Grundwissen

**SWOT-Analyse, Franchise, Corporate Identity, Marketingstrategien**, 2015-10-12 Studienarbeit aus dem Jahr 2015 im Fachbereich BWL Offline Marketing und Online Marketing Note 0,5 Deutsche Hochschule für Prävention und Gesundheitsmanagement GmbH Sprache Deutsch Abstract Bei der Ressourcenanalyse geht es um die Identifikation der Stärken und Schwächen des Unternehmens Hierzu werden interne Faktoren d.h. Fähigkeiten und Ressourcen die aus dem Unternehmen kommen und die das Unternehmen kontrollieren bzw beeinflussen beleuchtet Im ersten Teil der Stärken Schwächen Analyse wird ein Ressourcenprofil erstellt d.h. es müssen die zu beurteilenden Kriterien festgelegt werden Dieser

Kriterienkatalog konzentriert sich auf wesentliche Einflussfaktoren wie beispielsweise Finanzsituation Standort Personalbestand Motivation oder Preispolitik von der Gathen Simon 2010 S 95 Im zweiten Teil werden die Stärken und Schwächen des Unternehmens durch eine Gegenüberstellung des Ressourcenprofils und der Schlüsselanforderungen des Marktes ermittelt Abschließend erfolgt die Identifizierung spezifischer Kompetenzen durch den Vergleich signifikanter Stärken und Schwächen des Unternehmens mit dem Hauptkonkurrenten Schlaffke Plennecke 2014 S 22 Im Rahmen der SWOT Analyse folgt als zweiter Schritt die Analyse der Unternehmensumwelt Hierzu werden die Chancen und Risiken also externe Faktoren die dem Unternehmen begegnen betrachtet Externe Faktoren sind diejenigen Einflussgrößen auf die das Unternehmen keinen direkten Einfluss ausüben kann *Es muss nicht immer reden sein* Claudia Eilles-Matthiessen, 2018-10-04 Konflikte am Arbeitsplatz sind kräftezehrend Sie kosten Zeit Geld und Nerven Was aber tun wenn das direkte Gespräch unmöglich ist Dann ist es höchste Zeit für den Konfliktnavigator Die praxiserprobte Selbstcoachingmethode stellt die Selbstregulation der Konfliktparteien in den Vordergrund Wie sehr belastet sie die Situation Welche ihrer Bedürfnisse werden durch den Konflikt verletzt Und was wollen sie erreichen Selbstregulation Beziehungsregulation Sachklärung und Prävention Vier Lösungsfelder Enthält dieses Buch Checklisten und Tools aus Psychologie und Coaching zeigen was die Beteiligten an einem Konflikt für sich selbst tun können Vor einem Klärungsgespräch und manchmal auch anstatt eines solchen Wer Konflikte mit System analysiert findet den Hebel mit dem es allen rasch besser geht **Erfolgreiche Start-ups, Band 3** Patrick Siegfried, 2017-07-07 Diese Fallstudien sind im Rahmen der Vorlesung Integrationsseminar Fallstudien im Wintersemester 2016/17 von Studenten des Kurses WHD 14 A der DHBW Mannheim Fachrichtung Handel erarbeitet worden Prof Dr Dr Patrick Siegfried hat an der ISM Hochschule die Professur für Unternehmensführung und hat als Lehrbeauftragter an der DHBW Mannheim diese Fallstudien bearbeitet **Franchise Konzepte Band 2** Patrick Siegfried, 2014-08-29 Diese Fallstudien sind im Rahmen der Vorlesung Projektarbeit im Sommersemester 2014 von Bachelorstudenten innen des 6 Semesters im Studiengang BIS an der Fachhochschule Mainz erarbeitet worden Es handelt sich bei diesen Fallstudien ausschließlich um Franchiseunternehmen Jede Fallstudie beginnt mit der Beschreibung des Beispielunternehmens deren Entwicklung und Ausrichtung Anschließend werden die Marktsituation sowie die Stärken und Schwächen dargestellt In einem Fazit werden die Schwerpunkte zusammengefasst und es erfolgt eine Handlungsempfehlung Abschließende Arbeitsfragen können für eine weitere Bearbeitung von Studenten verwendet werden *Strategische Zielplanung, SWOT-Analyse und Branchenprognose. Erstellung eines Strategieberichts für ein Premium Fitnessstudio in Rostock*, 2021-11-03 Studienarbeit aus dem Jahr 2021 im Fachbereich BWL Unternehmensführung Management Organisation Note 2,0 Deutsche Hochschule für Prävention und Gesundheitsmanagement GmbH Sprache Deutsch Abstract In dieser Arbeit soll ein Strategiebericht für ein Fitnessstudio in Rostock angefertigt werden Das Unternehmen hat das Ziel den Mitgliedern einen möglichst breiten oder sogar ganzheitlichen Ansatz zur Förderung und Erhaltung des Wohlbefindens zu bieten Dafür wird zunächst der geplante Standort festgelegt Um

das Ziel erreichen zu können wird anschließend die Struktur der Branche analysiert. Mit einer SWOT-Analyse werden Stärken und Schwächen des Unternehmens sowie Chancen und Risiken der Umwelt betrachtet. Darauf folgt eine Strategieformulierung. Abschließend wird auch das Personalmanagement berücksichtigt.

## Reviewing **Swot Analyse Am Beispiel Mcfit**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Swot Analyse Am Beispiel Mcfit**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

<https://dev.vn.se/book/scholarship/index.jsp/The%20Duchess%20Of%20Padua.pdf>

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