

S.W.O.T ANALIZA - NAČINI ZA NEUTRALISANJE PRETNJE

S.W.O.T ANALYSIS – THE WAYS OF NEUTRALIZING THREATS

Petar Nikšić¹, Miroslav Lučić², Nemanja Stanić³

Summary

The ways of using S.W.O.T. analysis in big companies today is shown on the example of a big company S.W.O.T. analysis. S.W.O.T. analysis is a method for detecting best ways of acting toward neutralization of threats to your company by its competition on the market. This method resides on studying strengths, weaknesses, opportunities, threats and the course of actions being done by company based on those studies so the company can remain competitive on the market.

Keywords: SWOT analysis, ways of staying competitive

¹ Visoka škola tehničkih strukovnih studija, Čačak

² Visoka škola tehničkih strukovnih studija, Čačak

³ Visoka škola tehničkih strukovnih studija, Čačak
