SWOT Analysis

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The SWOT analysis is well constructed and it covers all aspects that are required for providing a complete analysis of a country's strengths and weaknesses. The professor asked to discuss internal strengths of the country but the analysis already includes sufficient details about economic performance such as by mentioning Bangladesh is an agricultural country because 20.8% of this sector contributes to the growth of Gross Domestic Product (GDP). Internal strengths are also visible as the discussion highlights Bangladesh’s ranking that is considered as one of the fastest growing economies of 2016.

The professor asked to include internal strengths and weaknesses for international expansion. However, the SWOT offers adequate information about the socio-economic conditions that could be used for examining the country's performance at the international level. The essay clearly points out the strengths of both countries including Bangladesh and Austria. I think that the discussion already included points that are adequate for proving the international strength of both countries. The SWOT analysis is strong because the claims are supported by facts and statistics such as in the statement “the foreign remittance has also increased by almost 25% over the last decade”. The statement is adequate for rejecting the claims of including facts. Facts are also visible as the post mentions “Bangladesh has earned approximately $870.1 million from direct trade with the United States”. Another strength of the argument is that the discussion had used adequate sources for proving the strengths and weaknesses of the country. The inclusion of the factors such as GDP and the socioeconomic aspects are also used for evaluating the performance of countries internationally. The inclusion of constraints like import duties provides a clear examination of the country’s relationship with other countries.

The discussion has also covered all main factors that are required for proving the weaknesses of Bangladesh and Austria at international level. The essay highlighted the complex issues like waste management issue and declining of traditional product in Austria that reflects countries weaknesses and how it can influence its business relationship with other countries. In the same way, the essay has uncovered the weaknesses of Bangladesh such as "the corruption cases in the country are still very high and this affects foreign direct investment”. This inclusion of such details exhibits the implications of corruption in international business.

The data provided through research will allow the company to maximize growth by understanding the weaknesses and adopting measures for resolving them. Such a strategy is helpful for determining ways for improving a company's sustainability and chances of survival. The points highlighted in the opportunities section also provides a deeper analysis of the company's standing. It is also useful for identifying ways for overcoming threats and challenges.

The discussion already includes analysis of threats such as in the case of Bangladesh it highlights the threats faced in terms of economic growth and political instability. These factors are adequate for informing foreign firms about the socio-political environment. Lack of foreign direct investment is also a significant threat faced by the country. Similarly, in the case of Austria, the discussion highlights the rising prices of oil and lack of measures for switching to renewable energy. These threats are linked directly with the decisions of foreign investors and local companies to operate. The essay has also added adequate opportunities that eliminate the need for expanding them. The inclusion of facts provides better information about resolving threats like high rate of waste purification being done in Australia could lead to the demand for innovation.

References

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