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“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

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Accenture is one of leading consulting, technology and outsourcing services companies in the world. The company has experience, capabilities across most of the industries and business functions. Its business is structured around five operating groups, which together comprise 17 industry groups. It provides services to its customers through a global delivery network of over 53 centers. It mainly operates in Americas and EMEA. The company is headquartered in Hamilton, Bermuda and employs 186,000 people.

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Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none">➤ Broad offerings➤ Global reach and scale➤ Strong financials	Weaknesses <ul style="list-style-type: none">➤ Nascent mid-market offerings
External	Opportunities <ul style="list-style-type: none">➤ Steady growth in IT outsourcing➤ Growing demand for new media technologies➤ Positive outlook for health care IT spending	Threats <ul style="list-style-type: none">➤ Economic slowdown➤ Increasing regulation in government contractors➤ Problems with subcontractors

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