

## **Goldcorp Inc**

“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.”

### **Goldcorp Inc**

Goldcorp is a mining company involved in the exploration, extraction, and processing of gold. The company primarily operates in Canada, the US, Mexico, South America and Australia. The company is headquartered in Ontario, Canada and employs about 9,000 people.

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## Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	<b>Strengths</b> ➤	<b>Weaknesses</b> ➤
External	<b>Opportunities</b> ➤	<b>Threats</b> ➤

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