

## **Gold Fields Ltd**

“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.”

### **Gold Fields Ltd**

Gold Fields is a gold producer involved in underground and surface gold mining and related activities, including exploration, extraction, processing and smelting. Gold Fields operates nine operating mines in South Africa, Ghana, Australia and Peru. It is headquartered in Johannesburg, South Africa and employs about 50,000 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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