

## **Integrating Porter's Five Forces into a SWOT Analysis**

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### **Abstract**

This study discusses the integration of Porter's Five Competitive Forces into a SWOT analysis as a foundation to achieve optimal results. A recent survey indicated that 62% of MBA students surveyed are currently undertaking or had performed a SWOT analysis at their current employer and of those surveyed, less than 5% were familiar with Porter's Five Forces. Porter's Five Competitive Forces analyzes the economic structure as well as the social influences placed on an organization and should be an essential tool or foundation for formulating an effective SWOT analysis. A SWOT analysis discusses many of these concepts, but integrating Porter's forces and structure into the SWOT provides a better framework and strategic model for an effective SWOT design.

Keywords: strategic planning, Porter's Five Forces, SWOT