

An Internet-Based SWOT Analysis: A Competitive Intelligence Technique for Fledgling Businesses

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Abstract

One of the most effective approaches of gathering information in Competitive Intelligence is SWOT matrix. The purpose of this study is to analyze information by SWOT associated with the Internet for fledgling businesses. In this particular way, external and internal strategies including the possible strengths, weaknesses, opportunities and threats were explained. It was concluded that in the Internet-based Competitive Intelligence, whether companies are capable of shifting from the traditional structural system to E-business system or not, is pertinent to the organizational resources and support of the top management. It was determined that the Internet has evolved CI. Therefore, developing and maintaining business positions in online arena is inevitable. Continued, a number of solutions and points for mentioned companies and the role of internet on their business were discussed.

Keywords: *Competitive Intelligence, SWOT analysis, The Internet, SWOT strategies, Fledgling Businesses.*

1. Introduction

According to the definition of SCIP², CI³ is a systematic and ethical process for gathering and analyzing information about the competitive activities and general business trends to further a business' own goals. In 70's, American companies encountered with little foreign competition unlike the big portion of the world's market [3]. Therefore, new product development became a strategy which simply met the growing affluence of American consumers. Pressures from competitors, changing customer needs, and the macro-economy continuously confront businesses requiring them to evaluate and change their strategic goals constantly. Afterward, over time, the concept of management and CI arose so that as Reuters reported, business intelligence worldwide market valued more than \$2 billion in 2001 and it became six times - \$12 billion - just after ten years in 2011 as Gartner reported which demonstrates the importance of intelligence in business management [11].

Nowadays, CI is growing and most companies and businesses gradually realize the importance of recognizing their competitors. In following parts, we will mention some important and noticeable

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² Society of Competitive Intelligence Professionals

³ Competitive Intelligence