Strengths of the enterprise are characteristic achievements, outstanding features that allow the enterprise to create additional competitive advantages.

Weaknesses of the enterprise are such factors, the influence of which makes the enterprise vulnerable, less competitive and, as a result, the enterprise finds itself in a disadvantageous position.

Opportunities are potential favourable circumstances and conditions that the enterprise can use to gain competitive advantages.

Threats are factors or circumstances that arise in the external rather than internal environment and can be the cause of potential or actual losses for the enterprise.

SWOT analysis makes it possible to assess the capability of the enterprise using its own forces and resources to realize opportunities and to withstand threats.

SWOT analysis is a generalized assessment made for understanding and managing the environment in which the enterprise operates. This matrix analysis model helps the managers identify the key obstacles facing the enterprise in the process of thorough investigation of these four separate SWOT elements. On the basis of such studies, the strategy, in which particular emphasis is placed on determining problems, is developed [2, c. 178].

The main tasks of SWOT analysis include:
- identifying opportunities appropriate to the resources of the enterprise;
- determining threats and developing measures to neutralize their influence;
- identifying strengths of the company and comparing them with market opportunities;
- defining weaknesses of the company and developing strategic directions for overcoming them;
- identifying competitive advantages of the company and setting its strategic priorities [4, c. 153].

Thus, the algorithm for the SWOT analysis consists of the following major steps [5]:
1) forming expert groups;
2) filling the SWOT matrix;

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2. Kotsiurubenko A.N. Ukrainian households’ financial resources: Formation, Distribution and Use. – Manuscript. The thesis for degree of candidate of economic sciences, specialty 08.00.08 – money, finances and credit. – Odessa, Odessa national economic University, 2014.

SWOT-ANALYSIS AS A TOOL OF STRATEGIC PLANNING

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The main attention is paid to the need for SWOT analysis as a tool for strategic planning of the enterprise.

Keywords: SWOT-analysis, strategic planning, strategy of the development, efficiency, competitiveness, enterprise, matrix.
3) conducting expert evaluation;
4) processing (summarizing) the results;
5) analyzing the results.

Having analyzed the strengths and weaknesses of the enterprise, as well as having identified its opportunities and threats, the next step is to fill the SWOT matrix.

The SWOT matrix is constructed in two vectors: the state of the external environment (horizontal axis) and the state of the internal environment (vertical axis). Each vector is divided into two levels: the opportunities and threats that were identified in the external environment, the strength and the weakness of the potential of the enterprise. At the intersections of the component groups of factors, four fields (quadrants) are formed. There are certain strategic instructions typical of these fields, which are formulated on the basis of the interconnections of individual SWOT elements and which must be taken into account when developing a strategy of the appropriate type [7, c. 151].

Most scientists depict the SWOT matrix as follows (Table 1).

<table>
<thead>
<tr>
<th>External factors</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths 1.</td>
<td>Quadrant «S-O»</td>
<td>Quadrant «S-T»</td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weaknesses 1.</td>
<td>Quadrant «W-O»</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

On the left there are sections of strengths and weaknesses filled with previously identified factors. There are opportunities and threats of the enterprise in the upper part of the matrix. At the intersection of the sectors there are fields (quadrants) for further research: S-O (strength-opportunities); S-T (strength-threats); W-O (Weakness-opportunities); W-T (weakness-threats). In each fields (quadrants) all possible combinations should be considered and those combinations necessary when formulating the strategy of the enterprise development should be taken into account.

The main advantages of the SWOT analysis include the following:
- systematization of knowledge about the internal and external factors affecting the process of strategic management;
- identifying competitive advantages and establishing strategic priorities;
- periodic diagnostics of the market sector and the resources of the enterprise;
- diagnosing both the whole enterprise and its separate structural subdivisions.

The most important disadvantages of this method of strategic analysis can be formed in the following way:
- subjectivity in establishing the nomenclature of strategic factors of the internal and external environment, as well as in determining their significance for the enterprise;
- constant lagging of the information on the environment, which is being analyzed, from present time;
- unresolved issue of ensuring the only correct management decision, and the focus only on establishing the general direction of the enterprise development;
- lack of consideration as to the problem of risks that every enterprise faces on a daily basis [3, c. 74].

To summarize, the role and significance of the SWOT analysis in terms of strategic planning cannot be overestimated. To date, it is the cheapest, the most comprehensive, publicly available and, most importantly, the most efficient method of assessing the state of the enterprise on the whole. Current dynamism calls for making strategic decisions in a timely and effective way, on which the competitiveness of the enterprise depends.

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7. SWOT-analiz – Osnova Formuvannya Marketyngovykh Strategiy Pidpryjemstva: Navchalnyi Posibnyk [Text], Pid red.