

WILLKOMMEN! BIENVENUE! WELCOME!

to the world of

MagicWorkbooks®

SWOTManager

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

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System requirements

Platform: Windows 98 or later operating system
Microsoft Excel Version: 2007 or later
(You need a xls format (excel 2003) – send us a short information after you placed the order – support@magicworkbooks.com - we'll send you the ordered xls MagicWorkbook by email)

Product Survey

SWOTManager - The fast and easy way to perform a portfolio analysis!

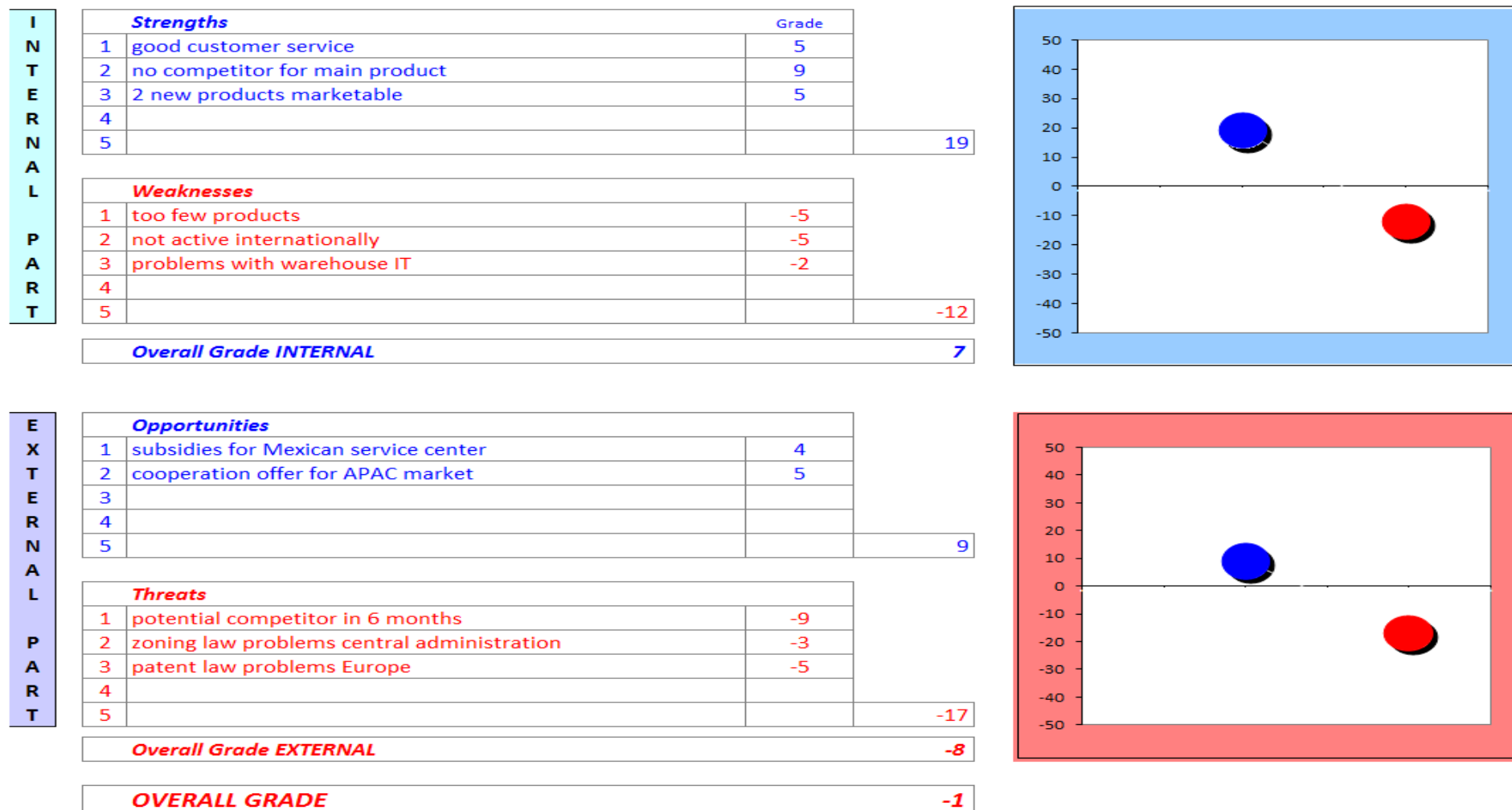
- You're trying to understand what SWOT is all about?
- You're looking for a template that's easy to use?
- You want to know what to prepare your company for?
- You want to impress an investor?

Then SWOT-Manager is the tool for you!

SWOT-Analysis

Date: Jan-15

Worthington Ltd.

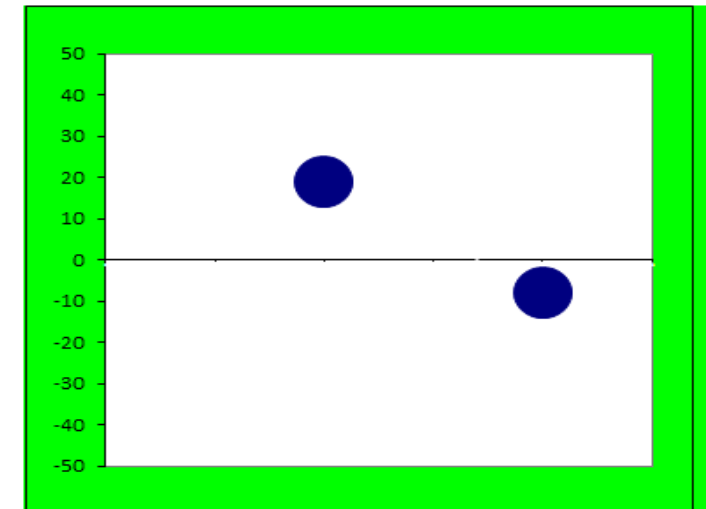


SWOT-Analysis after Action Plan

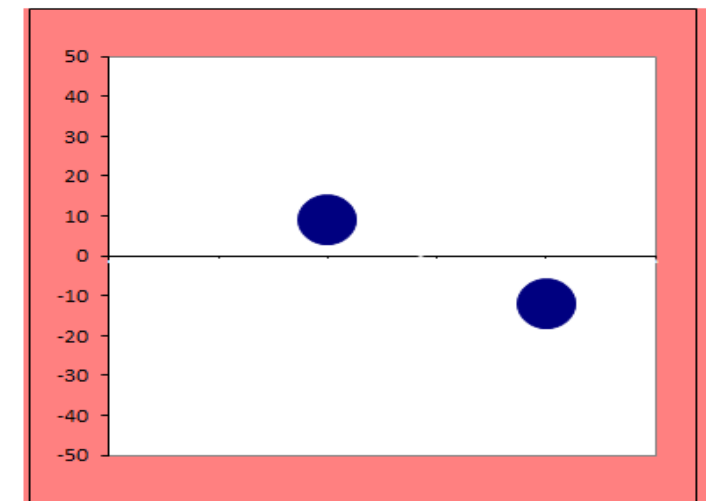
Date: Nov-08

Worthington Ltd.

I N T E R N A L P A R T	Strengths		Grade
	1	customer service improved	6
	2	environmental award	10
	3	market entry September	3
	4		
	5		19
	Weaknesses		
	1	4 new engineers employed	-6
	2	Mexico online in August	-2
	3	SAP software introduced	
	4		
	5		-8
Overall Grade INTERNAL			11



E X T E R N A L P A R T	Opportunities		Grade
	1	subsidy contracts filed, looking good	3
	2	Worthington Korea green & go October	6
	3		
	4		
	5		9
	Threats		
	1	5 % discount + additonal service offer, good results	-5
	2	new office buildings rented from 2010 on, higher cost	-4
	3	name changes settled, marketing plan installed	-3
	4		
	5		-12
Overall Grade EXTERNAL			-3



SWOT Action Plan

Date: Jul-15

Worthington Ltd.

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SWOT-Analysis		
Strengths		Grade
1	good customer service	5
2	no competitor for main product	9
3	2 new products marketable	5
4		
5		
Weaknesses		
1	too few products	-5
2	not active internationally	-5
3	problems with warehouse IT	-2
4		
5		
Overall Grade INTERNAL		7

Action Plan		
develop STRENGTHS:		Target
1	widen customer service	6
2	environmental marketing	10
3	push market entry to May	5
4		
5		
reduce WEAKNESSES:		
1	strengthen research and development	-4
2	push service center Mexico	-4
3	new IT by June	-1
4		
5		
Target Grade INTERNAL		12

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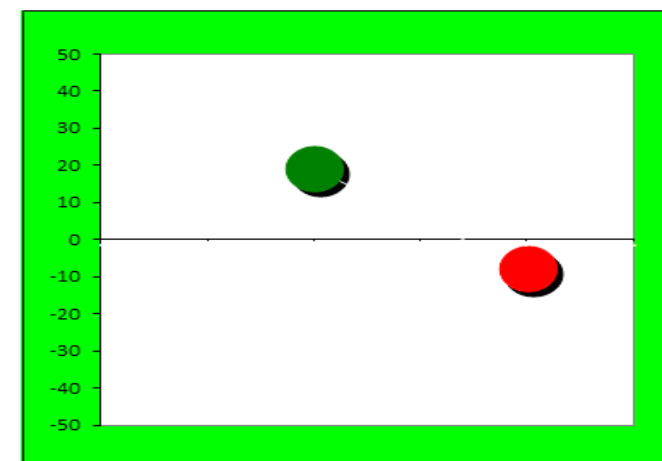
Opportunities		
1	subsidies for Mexican service center	4
2	cooperation offer for APAC market	5
3		
4		
5		
Threats		
1	potential competitor in 6 months	-9
2	zoning law problems central administration	-3
3	patent law problems Europe	-5
4		
5		
Overall Grade EXTERNAL		-8
OVERALL GRADE		-1

take OPPORTUNITIES:		
1	push contracts Mexican service center	5
2	appraisal and contracts APAC market till October	5
3		
4		
5		
reduce THREATS:		
1	10% discount program	-7
2	relocation within 2 years	-3
3	name changes for the products involved until 2010	-3
4		
5		
Target Grade EXTERNAL		-3
TARGET GRADE		9

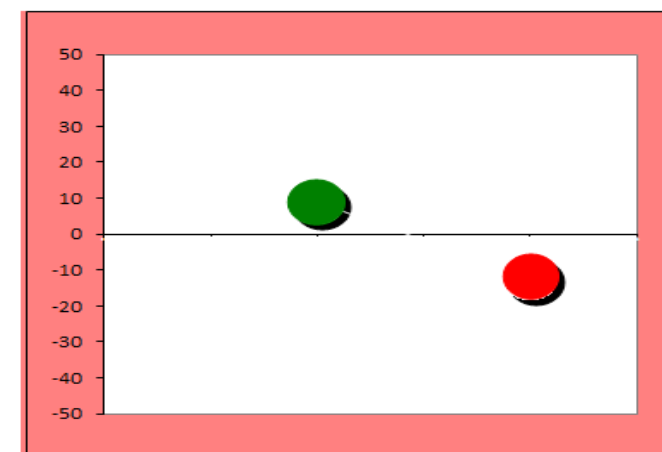
SWOT-Analysis after Action Plan
Date: Nov-15

Worthington Ltd.

I N T E R N A L P A R T	Strengths		Grade	
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Overall Grade INTERNAL				11



E X T E R N A L P A R T	Opportunities			
	1	subsidy contracts filed, looking good	3	
	2	Worthington Korea green & go October	6	
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	4			
	5			-12
Overall Grade EXTERNAL				-3
OVERALL GRADE				8



SWOT-Control
Date: Nov-15
Worthington Ltd.

SWOT-Analysis			
INTERNAL	Strengths		Grade
	1	good customer service	5
	2	no competitor for main product	9
	3	2 new products marketable	5
	4		
	5		
	Weaknesses		
	1	too few products	-5
	2	not active internationally	-5
	3	problems with warehouse IT	-2
	4		
	5		
Overall Grade INTERNAL			7

SWOT-Analysis after Action Plan		
develop STRENGTHS:		Score
1	customer service improved	6
2	environmental award	10
3	market entry September	3
4		
5		
reduce WEAKNESSES:		
1	4 new engineers employed	-6
2	Mexico online in August	-2
3	SAP software introduced	
4		
5		
Score INTERNAL		11

E X T E R N A L	Opportunities		
	1	subsidies for Mexican service center	4
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	1	potential competitor in 6 months	-9
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	4		
	5		
Overall Grade EXTERNAL			-8
OVERALL GRADE			-1

take OPPORTUNITIES:		
1	subsidy contracts filed, looking good	3
2	Worthington Korea green & go October	6
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reduce THREATS:		
1	5 % discount + additional service offer, good results	-5
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5		
Score EXTERNAL		-3
OVERALL SCORE		8

SWOT-Analysis Grading Scheme STRENGTHS
Worthington Ltd.
Jan-15

You can use this area to build a complete appraisal for every item of your analysis and to make sure that you have covered all relevant points.

The totals of every item are automatically transferred into the DATA sheet.

1. Input the amount which shall be equivalent to 1 point in the grading scale.
If for any one item you end up with more than 10 points (grading scale) you will receive an automatic warning.

15,000

2. Input the estimated impact amount of every item in the following tables.
Use only the yellow cells.
We have input a few demodata to give you an idea on how to proceed.

Strengths 1

good customer service		
additional revenue thru good service	200,000	13
minus cost of sales	-140,000	-10
estimated additional revenue from recommendations	150,000	10
minus cost of sales	-105,000	-7
		0
		0
		0
Total	105,000	6

Strengths 2

no competitor for main product		
		0
		0
		0
		0
		0
		0
		0
Total	0	0

Strengths 3

2 new products marketable		
		0
		0
		0
		0
		0
		0
		0
Total	0	0

Strengths 4

0		
		0
		0
		0
		0
		0
		0
		0
Total	0	0

Strengths 5

0		
		0
		0
		0
		0
		0
		0
Total	0	0

In what way do **MagicWorkbooks**[®] differ from normal Excel workbooks?

MagicWorkbooks are easier to use:

- Easy-to-handle data input with demo data for orientation
- All data to be entered only once
- No programming knowledge required
- No detailed knowledge of Microsoft Excel required
- No work on spreadsheets or charts required
- No scrolling for sheets thanks to a Hyperlink-table of contents

MagicWorkbooks are faster:

- A monthly report with 20 spreadsheets and 20 charts in 20 minutes?
- Calculate year-end liquid reserves with changes in revenue prediction for every month in half an hour?
- Compute balance sheets for the next five years in one hour?
- Decision on a \$ 50 million sale-and-lease-back operation: Prepare all relevant data in one hour?
- Determine capital re-investment requirements (fixed assets) for the next year in 10 minutes?
- Prepare a comprehensive company presentation for your bank in one hour?

With **MagicWorkbooks** all that is „business as usual“!

This was just a brief survey ...

if you have further questions regarding this workbook, email us!

You are interested in other products:

www.MagicWorkbooks.com