

SWOT-АНАЛИЗ DIGITAL-АГЕНТСТВА 5S

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В данной статье рассмотрено Digital-агентство 5S, приведено определение понятия SWOT-анализа, проведен SWOT-анализ на примере белорусского Digital-агентства 5S. Выявлены сильные и слабые стороны агентства, а также его преимущества и недостатки. Предложен план действий для устранения слабых сторон и недостатков. Рассмотрена польза проведения SWOT-анализа и детальный план. Для рассмотренного предприятия выявлена необходимость повышения качества работы, расширять клиентскую базу, улучшать условия труда, поощрять сотрудников и проводить мероприятия по сплочению, чтобы избежать утечку кадров, повышать квалификацию сотрудников. Так же важным является правильное оформление аккаунтов компании для привлечения большего числа клиентов. Рекомендуется составлять SWOT-анализ каждой компании хотя бы раз в год. В матрице необходимо формулировать ответы кратко – так матрица будет понятней для сотрудников.

Ключевые слова: сильные стороны, слабые стороны, преимущества, недостатки, анализ, конкуренция, оценка, компания, качество, угрозы.

SWOT ANALYSIS OF A DIGITAL AGENCY 5S

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This article considers the 5S Digital Agency, defines the concept of SWOT analysis, carried out SWOT analysis using the Belarusian Digital Agency 5S as an example. The strengths and weaknesses of the agency, as well as its advantages and disadvantages, are identified. An action plan is proposed to eliminate weaknesses and shortcomings. The benefits of conducting a SWOT analysis and a detailed plan are considered. For the considered enterprise, the need to improve the quality of work, expand the client base, improve working conditions, encourage employees and carry out rallying activities to avoid staff drain, and improve the skills of employees has been identified. Just as important is the correct design of company accounts to attract more customers. It is recommended to conduct a SWOT analysis of each company at least once a year. In the matrix, it is necessary to formulate answers briefly - so the matrix will be clearer to employees.

Keywords: strengths, weaknesses, advantages, disadvantages, analysis, competition, assessment, company, quality, threats.

INTRODUCTION

Today, due to the great competition, companies need to know their strengths and weaknesses, possible risks and threats, and the company's development opportunities. For this reason, the management faces the question: how to conduct a comprehensive assessment of the company and how to

develop a development strategy? This topic is certainly relevant both for the Belarusian market and for other countries [5].

Every day more and more companies appear in the world, competition becomes stronger, more problems and questions appear, so how to stay afloat, how to earn income and develop. Every year technologies develop more and more, the situation in the world becomes more and more difficult, and this means that it is more difficult for companies to survive.

Therefore, it becomes necessary to evaluate the company for a further development plan. Strengths and advantages help to see success, while weaknesses and weaknesses show what needs to be developed, what to change and what to work on.

RESULTS AND ITS DISCUSSION

SWOT analysis is an abbreviation consisting of 4 letters: Strengths (strengths of the enterprise/business), Weaknesses, Opportunities, Threats. The first two items are internal to the company, and the last two are external (outside the company). This analysis allows you to see the overall picture of the company and build a development strategy. SWOT analysis can be applied in any industry. For many industries, certain criteria for analysis have already been formed [5].

The SWOT analysis method is a universal method of strategic management. Any product, company, store, factory, country, educational institution, and even a person can become the object of SWOT analysis. In short, the essence of the analysis is that a person or a group of specialists fixes all the factors that affect the business and activities. Already on their basis, conclusions are drawn about the prospects for the development of a company or a situation. SWOT analysis is a flexible tool, therefore it is suitable for evaluation in completely different areas:

- SWOT analysis of the activities of a company or manufacturing enterprise;
- SWOT analysis of the activities of a state or non-profit organization;
- SWOT analysis of the activities of an educational institution;
- SWOT analysis of a specific territory: country, region, district or city;
- SWOT analysis of a separate project, department;
- SWOT analysis of a specific market or industry;
- SWOT analysis of the competitiveness of a brand, product, product or service;
- SWOT personality analysis [3].

Companies often conduct SWOT analysis not only of their own product, but also of competitors' products, as this tool very clearly systematizes all information about the internal and external environment of any organization.

The term was first used in 1963 at a business policy forum. Therefore, we will describe the SWOT analysis from the point of view of the interests of the company.

Frequently asked question: who conducts swot analysis? Since the SWOT analysis method is based on brainstorming, it should be done by your team. Consider a few things in advance, as described below.

- SWOT analysis should not be carried out by one specialist - it is better to involve experts from all divisions of the companies in this. The more points of view on the pros, cons and surrounding factors, the more objective the picture will be.

- Each factor you include in the matrix must be supported by data and specific numbers. For example, the strength of the company "operational technical support" should be confirmed by figures on the average response time to a customer request.

- Don't try to evaluate "the business in general". In this case, the analysis will not show an objective picture. It is better to be as specific as possible about what it will concern. For example, entering the Brazilian market in 2019 or the competitiveness of a new brand of yogurt.

- Rely not on your understanding of the situation, but on how potential clients and partners see the state of affairs. What seems like an advantage to you may not be significant to them. To do this, prepare in advance - for example, conduct a series of in-depth interviews with customers or consumers who have chosen your competitors. This will help to see the situation from the outside.

- Focus on the essentials. While brainstorming, you can think of dozens of benefits, threats, and opportunities. Rank them according to their importance and include only the most significant ones in the SWOT analysis. Let's say your product line has pistachio-colored sneakers, but your competitors don't. This is certainly good, but it is unlikely to be a competitive advantage. Unless there is a general fashion for this coloring this season [4].

5S digital agency has been on the Internet marketing market since 2016. The company ranks first in Belarus in the contextual advertising industry. Cooperates with large Belarusian enterprises. Carries out its activities in the field of contextual advertising, website and application development, targeted advertising. Digital Agency 5S is the certified partners Yandex, one of the leading Google certified partner call-tracking.by, a certified Facebook partner and has a large number of cases. The company guarantees the high professionalism of its employees and is constantly improving the skills of its employees [2].

Strengths of the 5S Digital Agency: a leading position in the industry, which allows you to stand out from the competition. Cooperation with well-known companies in the Belarusian market. A wide range of services provided and the availability of financial resources. A highly qualified friendly team, the agency is interested in improving the knowledge and skills of employees. The company provides a large and diverse set of cases on its website. The agency's website is made of very high quality, which causes potential customers to trust and desire to cooperate. 5S is a certified partners Yandex, one of the leading Google certified partner call-tracking.by, a certified Facebook partner. The company provides quality services. [2]

Weaknesses: lack of additional areas to provide new services for the company and greater market coverage. There are strong competing companies on the wound.

Capabilities: the Internet marketing field is quite young, and therefore there is a possibility of high market demand for the services provided by the company. The advantage of the sphere is its relevance at the moment and in the near future. In connection with what has already been said, there is an opportunity to increase the customer base and the opportunity to cover new areas of the market. There is an increase in the growth rate of the market [1].

Threats: lack of professional employees for this type of activity, who can maintain the high competitiveness of agencies. With the development of the sphere, new competitors appear, including possible personnel leakage. There is a threat of customers' insolvency. An unfavorable change in the exchange rate and deterioration of the country's economy are also possible.

CONCLUSION

After conducting a SWOT analysis of the 5S Digital Agency, you can evaluate the advantages and disadvantages of the company in the field of Internet marketing. You can make a plan to eliminate weaknesses and minimize the possibility of threats. Summing up, it can be highlighted that the 5S Digital Agency should look for ways to enter new markets and cover new areas. It is necessary to expand the customer base and fulfill orders as efficiently as possible in order to avoid negative reviews about the company, which will allow competitors to intercept potential customers. The company should minimize the leakage of personnel, to do this, it is possible to improve working conditions, create a favorable climate in the team and carry out various activities to unite the team. It can also be noted that due to the novelty of Internet marketing, there is a rapid improvement in the field of activity, and therefore there is a need to constantly improve the skills of employees. Nowadays, social networks play an important role and the company has the opportunity to look for new customers, while the necessary condition is the correct design and presentability of the accounts of this agency [4].

It is recommended to conduct a SWOT analysis of each company at least once a year.

In the matrix, it is necessary to formulate answers briefly - so the matrix will be clearer to employees. Then you can begin to formulate business processes, search for alternative ways of development and evaluate their feasibility and effectiveness.

SWOT analysis is the vector of the company's movement. It may vary depending on the market situation and internal factors. But if you already have tactics and a strategy, then it will be easier for you to maneuver and adapt without severe losses for the business.

SWOT analysis is certainly an important point in the development strategy of any enterprise. This analysis will help to identify and prevent possible problems in time, and will also help to find the best way to solve the problems already present.

If you know your strengths, use market trends, consider pitfalls and risks, and at the same time evaluate yourself objectively, you can identify actions that will increase your competitiveness and profitability.

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