

SWOT analysis of print media in Kazakhstan

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- **A SWOT analysis** is an analytical and qualitative tool used in businesses and organizations to assess the possible benefits and drawbacks of marketing strategies, business ventures and long- and short-term strategic plans of organizations.
- A SWOT analysis takes its name from the four core areas it examines: **Strengths**, **Weaknesses**, **Opportunities** and **Threats**.

HELPFUL HARMFUL

INTER
NAL

STRENGTHS

WEAKNESSES

EXTER
NAL

OPPORTUNITIES

THREATS