

Implementation lean techniques for smart goal through SWOT analysis

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ABSTRACT:

All the organization wants to move forward and want to see themselves at a desired position at a fixed at a limited time. So The Organization need to plan and set a SMART goal. SMART is an acronym that can use to guide goal setting. Its criteria are commonly attributed to Peter Drucker's Management by Objectives concept. The first known use of the term occurs in the November 1981 issue of Management Review by George T. Doran. Since then, Professor Robert S. Rubin (Saint Louis University) wrote about SMART in an article for The Society for Industrial and Organizational Psychology. SWOT analysis help to understand the Organization problem at present Situation. There are some lean techniques such as Team work, employees' empowerment, employee motivation and training help to reach SMART goal. It is also implementable for every steps of our life.

Key-word: SMART, SWOT analysis, Team work, Employees empowerment. Employees Training and motivation

INTRODUCTION

What is a SMART Goal?

Goals are part of every aspect of business/life and provide a sense of direction, motivation, a clear focus, and clarify importance. By setting goals for yourself, you are providing yourself with a target to aim for. A SMART goal is used to help guide goal setting. SMART is an acronym that stands for *Specific, Measurable, Achievable, Realistic, and Timely*. Therefore, a SMART goal incorporates all of these criteria to help focus your efforts and increase the chances of achieving that goal.



SMART goals are:

- **Specific:** Well defined, clear, and unambiguous
- **Measurable:** With specific criteria that measure your progress towards the accomplishment of the goal
- **Achievable:** Attainable and not impossible to achieve
- **Realistic:** Within reach, realistic, and relevant to your life purpose
- **Timely:** With a clearly defined timeline, including a starting date and a target date. The purpose is to create urgency.

SMART Goal – Specific

Goals that are specific have a significantly greater chance of being accomplished. To make a goal specific, the five “W” questions must be considered:

- Who: Who is involved in this goal?
- What: What do I want to accomplish?
- Where: Where is this goal to be achieved?
- When: When do I want to achieve this goal?
- Why: Why do I want to achieve this goal?

For example, a general goal would be “I want to get in shape.” A more specific goal would be “I want to obtain a gym membership at my local community centre and work out four days a week to be healthier.”

What Is a SWOT Analysis, and How to Do It Right?



A SWOT analysis is an incredibly simple, yet powerful tool to help you develop your business strategy, whether you’re building a start-up or guiding an existing company.

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths and weaknesses are internal to your company—things that you have some control over and can change. *Here's what the layout of a SWOT analysis looks like.*

When you take the time to do a SWOT analysis, you'll be armed with a solid strategy for prioritizing the work that you need to do to grow your business.

You may think that you already know everything that you need to do to succeed, but a SWOT analysis will force you to look at your business in new ways and from new directions. You'll look at your strengths and weaknesses, and how you can leverage those to take advantage of the opportunities and threats that exist in your market.

Who should do a SWOT analysis?

For a SWOT analysis to be effective, company founders and leaders need to be deeply involved. This isn't a task that can be delegated to others.

But, company leadership shouldn't do the work on their own, either. For best results, you'll want to gather a group of people who have different perspectives on the company. Select people who can represent different aspects of your company, from sales and customer service to marketing and product development. Everyone should have a seat at the table.

Innovative companies even look outside their own internal ranks when they perform a SWOT analysis and get input from customers to add their unique voice to the mix.

If you're starting or running a business on your own, you can still do a SWOT analysis. Recruit additional points of view from friends who know a little about your business, your accountant, or even vendors and suppliers. The key is to have different points of view.

Existing businesses can use a SWOT analysis to assess their current situation and determine a strategy to move forward. But, remember that things are constantly changing and you'll want to reassess your strategy, starting with a new SWOT analysis every six to 12 months.

For start-ups, a SWOT analysis is part of the business planning process. It'll help codify a strategy so that you start off on the right foot and know the direction that you plan on going.

How to do a SWOT analysis the right way

As I mentioned above, you want to gather a team of people together to work on a SWOT analysis. You don't need an all-day retreat to get it done, though. One or two hours should be more than plenty.

Gather people from different parts of your company and make sure that you have representatives from every part. You'll find that different groups within your company will have entirely different perspectives that will be critical to making your SWOT analysis successful.

Doing a SWOT analysis is similar to brainstorming meetings, and there are right and wrong ways to run them. I suggest giving everyone a pad of sticky-notes and have everyone quietly generate ideas on their own to start things off. This prevents groupthink and ensures that all voices are heard.

After five to 10 minutes of private brainstorming, put all the sticky-notes up on the wall and group similar ideas together. Allow anyone to add additional notes at this point if someone else's idea sparks a new thought.

Once all of the ideas are organized, it's time to rank the ideas. I like using a voting system where everyone gets five or ten "votes" that they can distribute in any way they like. Sticky dots in different colours are useful for this portion of the exercise.

Based on the voting exercise, you should have a prioritized list of ideas. Of course, the list is now up for discussion and debate, and someone in the room should be able to make the final call on the priority. This is usually the CEO, but it could be delegated to someone else in charge of business strategy.

You'll want to follow this process of generating ideas for each of the four quadrants of your SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats.

Questions that can help inspire your analysis

Here are a few questions that you can ask your team when you're building your SWOT analysis. These questions can help explain each section and spark creative thinking.

Strengths

Strengths are internal, positive attributes of your company. These are things that are within your control.

- What business processes are successful?
- What assets do you have in your team, such as knowledge, education, network, skills, and reputation?
- What physical assets do you have, such as customers, equipment, technology, cash, and patents?
- What competitive advantages do you have over your competition?

Weaknesses

Weaknesses are negative factors that detract from your strengths. These are things that you might need to improve on to be competitive.

- Are there things that your business needs to be competitive?
- What business processes need improvement?
- Are there tangible assets that your company needs, such as money or equipment?
- Are there gaps on your team?

- Is your location ideal for your success?

Opportunities

Opportunities are external factors in your business environment that are likely to contribute to your success.

- Is your market growing and are there trends that will encourage people to buy more of what you are selling?
- Are there upcoming events that your company may be able to take advantage of to grow the business?
- Are there upcoming changes to regulations that might impact your company positively?
- If your business is up and running, do customers think highly of you?

Threats

Threats are external factors that you have no control over. You may want to consider putting in place contingency plans for dealing them if they occur.

- Do you have potential competitors who may enter your market?
- Will suppliers always be able to supply the raw materials you need at the prices you need?
- Could future developments in technology change how you do business?
- Is consumer behaviour changing in a way that could negatively impact your business?
- Are there market trends that could become a threat?

HOW TO MEET SWOT

1.Kaizen

2.X and Y theory

3.Advertisements

What Is Kaizen?

Kaizen is a Japanese term meaning "change for the better" or "continuous improvement." It is a Japanese business philosophy regarding the processes that continuously improve operations and involve all employees. Kaizen sees improvement in productivity as a gradual and methodical process.

The concept of kaizen encompasses a wide range of ideas. It involves making the work environment more efficient and effective by creating a team atmosphere, improving everyday procedures, ensuring employee satisfaction, and making a job more fulfilling, less tiring, and safer.

How Kaizen Works

Some of the key objectives of the kaizen philosophy include quality control, just-in-time delivery, standardized work, the use of efficient equipment, and the elimination of waste. The overall goal of kaizen is to make small changes over a period of time to create improvements within a company. That doesn't mean alterations happen slowly; it simply recognizes that small changes now can have huge impacts in the future. Improvements can come from any employee at any time. The idea is that everyone has a stake in the company's success and everyone should strive, at all times, to help make the business model better.

Many companies have adopted the kaizen concept. Most notably, Toyota employs the kaizen philosophy within its organization and has esteemed it as one of its core values. Within its production system, Toyota encourages and empowers all employees to identify areas of potential improvement and create viable solutions.

Toyota's process of identifying solutions is called "kaizen blitz."

Requirements for Kaizen

Traditional Japanese ideas of kaizen follow five basic tenets: teamwork, personal discipline, improved morale, quality, and suggestions for improvement. These five tenets lead to three major outcomes: elimination of waste, good housekeeping, and standardization. Ideally, kaizen becomes so ingrained in a company's culture that it eventually becomes natural to employees.

The kaizen concept posits that there is no perfect end and that everything can be improved upon. People must strive to evolve and innovate constantly. The basic principle of kaizen is that people who perform certain tasks and activities are the most knowledgeable about that task/activity; including them

Teamwork is core to kaizen, where regular team meetings are held involving discussions about improvements, changes, and projects.

Improvements generally follow the PDCA cycle format, which stands for "plan-do-check-act." The "plan" portion includes mapping out the changes so that everyone knows what to expect when teams try to solve a problem. The "do" means implementing the best solution to the problem. The "check" step involves evaluating the solution to the problem to see if it worked. When a company performs the "act" stage, it determines whether or not the solution should become a company standard or if it needs further changes. If managers decide to implement more changes, kaizen goes back to the plan step and the process starts over.

KEY TAKEAWAYS

- Kaizen is a philosophy that productivity can be improved gradually and by involving all employees.
- The small changes can involve quality control, just-in-time delivery, standardized work, the use of efficient equipment, and the elimination of waste.

Changes can come from any employee anytime and don't have to happen slowly, where kaizen merely recognizes that small changes now can have big future impacts. Top of Form

Theory X and Theory Y

In 1960, Douglas McGregor formulated Theory X and Theory Y suggesting two aspects of human behaviour at work, or in other words, two different views of individuals (employees): one of which is negative, called as Theory X and the other is positive, so called as Theory Y. According to McGregor, the perception of managers on the nature of individuals is based on various assumptions.

Assumptions of Theory X

- An average employee intrinsically does not like work and tries to escape it whenever possible.
- Since the employee does not want to work, he must be persuaded, compelled, or warned with punishment so as to achieve organizational goals. A close supervision is required on part of managers. The managers adopt a more dictatorial style.
- Many employees rank job security on top, and they have little or no aspiration/ ambition.
- Employees generally dislike responsibilities.
- Employees resist change.
- An average employee needs formal direction.

Assumptions of Theory Y

- Employees can perceive their job as relaxing and normal. They exercise their physical and mental efforts in an inherent manner in their jobs.
- Employees may not require only threat, external control and coercion to work, but they can use self-direction and self-control if they are dedicated and sincere to achieve the organizational objectives.
- If the job is rewarding and satisfying, then it will result in employees' loyalty and commitment to organization.
- An average employee can learn to admit and recognize the responsibility. In fact, he can even learn to obtain responsibility.
- The employees have skills and capabilities. Their logical capabilities should be fully utilized. In other words, the creativity, resourcefulness and innovative potentiality of the employees can be utilized to solve organizational problems.

Thus, we can say that Theory X presents a pessimistic view of employees' nature and behaviour at work, while Theory Y presents an optimistic view of the employees' nature and behaviour at work. If correlate it with Maslow's theory, we can say that Theory X is based on the assumption that the employees emphasize on the physiological needs and the safety needs; while Theory Y is based on the assumption that the social needs, esteem needs and the self-actualization needs dominate the employees.

McGregor views Theory Y to be more valid and reasonable than Theory X. Thus, he encouraged cordial team relations, responsible and stimulating jobs, and participation of all in decision-making process.

Implications of Theory X and Theory Y

- ✓ Quite a few organizations use Theory X today. Theory X encourages use of tight control and supervision. It implies that employees are reluctant to organizational changes. Thus, it does not encourage innovation.
- ✓ Many organizations are using Theory Y techniques. Theory Y implies that the managers should create and encourage a work environment which provides opportunities to employees to take initiative and self-direction. Employees should be given opportunities to contribute to organizational well-being. Theory Y encourages decentralization of authority, teamwork and participative decision making in an organization. Theory Y searches and discovers the ways in which an employee can make significant contributions in an organization. It harmonizes and matches employees' needs and aspirations with organizational needs and aspirations.

When it comes to job satisfaction, financial rewards may be lower on the list than most people think. Being happy with your job seems to depend more on the intangibles: feeling part of a team and being valued and appreciated consistently outrank money when employees are polled about job satisfaction.

Bill's Story

Take Bill, for example: a very competent project manager at a software development company. He was recruited a few months ago to his current company, and he is already thinking of looking elsewhere. "I get no feedback whatsoever from my manager," he said. With no sense of how he fits into the company's overall goals or how he's performing, his motivation is down. "The hours are much better at this company," he concedes, "But I'm not as engaged in the work – I just don't care as much."

Bill's story is not unique, as many managers know. So here are some tips and strategies for retaining valuable employees.

Steps to Success

Many of the following recommendations may sound like common sense, but you'd be surprised how many managers neglect to follow them. They can allow you to achieve the Holy Grail of the work place: the ability to motivate your employees to move mountains! (And they'll be happy with their jobs while they do it.)

Step 1: Clearly define your vision. Make sure that your vision is provided as a roadmap for your employees, and that they know each twist and turn.

Step 2: Give employees what they want and need. Don't just assume that each and every one of your employees has all the tools, training, and support from supervisors they need –check in with them personally and find out.

Step 3: Communicate well and often. Training sessions, memos, newsletters, FAQs, and regular meetings can all be used to present your vision to your employees. Make sure to ask questions, and if they are confused, redesign the way the information reaches them.

Perhaps the most important part of a good manager's job is communicating effectively. Creating a culture of communication in which managers and employees share common goals and work together to meet them can boost a company up and even save it from the gutter.

Goodman and Truss, in the *Journal of Change Management* (2004), stressed the importance of communication, especially in difficult times or during times of change. Timing is critical in letting employees know about upcoming changes, in order to reduce uncertainty. You also need to be very clear about your purpose when you meet with them. Goodman and Truss recommend the following objectives:

- Obtain individual buy-in
- Obtain commitment to the change
- Minimize resistance
- Reduce personal anxiety
- Ensure clarity of objectives
- Share information/vision
- Challenge the status quo
- Obtain clarity
- Minimize uncertainty

(Goodman, J., & Truss, C., (2004). The medium and the message: communicating effectively during a major change initiative. *Journal of Change Management*, 4, 217-228.)

Step 4: Get everyone engaged. Figure out a way to get all of your employees engaged in planning and decision-making. That way the project becomes their baby: something they're willing to fight for.



To do this, whenever possible, ask for input and use their ideas. This way, they have a vested interest in seeing the project succeed. This can not only empower and motivate employees, it can

also lead to new and more productive ways of working that normally would be overlooked during more stable times.

Step 5: Coach for success, and practice random acts of kindness. Feedback is another great motivator. Don't wait for the periodic reviews; instead, offer feedback as often as possible. Positive feedback should be given right away, to encourage more of the same performance. Negative feedback should also be given a.s.a.p. so that workers have the opportunity to self-correct. If you can, schedule weekly meetings with individual employees, to provide an opportunity to discuss ongoing projects and issues. These meetings don't have to take a lot of time, and they can build strong working relationships.

And don't forget to say "Thank you!" for a job well done. It's a powerful motivator and should be done often—in person if possible. Publicly acknowledging your employees' contributions is even better. In a survey by McKinsey Quarterly in 2009, praise from immediate supervisors and attention from company leaders were found to be just as important or more important than financial rewards.

Step 6: Act fairly, respect, and create trust (don't be a jerk). Use your judgment, wisdom, and experience to create a supportive environment. When problems arise, examine the circumstances, understand the context, and only then pass judgment. Respect and trust your team and you will get the same in return. If you make a mistake, apologize and admit you were wrong. This will allow your employees to relate to you better, and they will appreciate your honesty.

Step 7: Trust and verify, but also try to make work fun. Good bosses pay attention to the big picture and the details, and care about both the product and the employees. A good way to show that is be involved in the creation process, and to pay attention to what is going on. And remember to do this with a smile on your face. Lighten up! Making work fun really pays off since people often get a lot more done when they enjoy themselves.

Step 8: Give special attention to high-potential employees. "Even in a tough economy, high-potential employees have other opportunities," according to Douglas Klein, president of Sirota Survey Intelligence. A study they conducted showed that during an economic crisis, employees who are anxious about their future can negatively affect a company. The reason is simple and obvious: they are less engaged in their jobs, and they may be making plans to leave.

To keep them engaged, consider putting more resources into career development and training. Or perhaps you can give them new projects that will help the company adapt to the changing market, grow, and develop.

Step 9: Be creative to avoid downsizing. "An employer that treats its employees as true partners makes every effort to avoid layoffs," according to Klein. The key is for employees to trust that management is doing everything possible to retain them. Voluntary steps to reduce costs, which Klein calls "rings of defence" can be employed to avert disaster.

This step may look like a shot in the dark, but you'd be surprised how reasonable people can be about pay cuts and/or working overtime, as part of a crisis strategy, built with their own accord as a safety net during challenging times. The magic of this approach relies on those few words: built with their own accord.

(Scrota Survey Intelligence survey summarized in "The Enthusiastic Employee: How Companies Profit by Giving Workers What They Want", 2005)

Step 10: Implement incentive programs.



No matter of what kind of business you are in, you should look into incentive programs. They have been shown to be highly beneficial in motivating employees, and a major benefit is that the cost can be based on actual performance and paid out only after an employee has reached the desired goal. “Do good and you’ll get rewarded” makes a positive impact on the company as a whole, with employees working harder to meet the target.

The following results were found in a study by the International Society of Performance Improvement, on the benefits of incentive programs:

They can improve performance significantly. The study found that performance could be increased by 22% in individuals, and 44% in teams. They can improve employee engagement. Performances improved by 15% when rewards were offered, and if employees were rewarded again to continue performing well, the improvement reached 27%. They can attract high potential employees. And these high-quality employees are also more likely to stay when incentive programs are in place.

Advertising

company encourages people to buy their products, services or ideas. Advertising is considered as one element of marketing, which also includes design, creation, research and data mining.[1]

An advertisement (or "ad" for short) is anything that draws good attention towards these things. It is usually designed by an advertising agency for an identified sponsor, and performed through a variety of media. Ads appear on television, as well as radio, newspapers, magazines and as billboards in streets and cities. Some stores simply advertise by placing signs showing a sales price beside the item. They try to get people to buy their products, by showing them the good rather than bad of their products.

Advertisers influence our emotions by techniques that include stereotyping and targeting the audience according to who we are. Emotions are influenced by things such as this our occupation, beliefs, personality, self esteem, lifestyle, relationships, friends, how we look and what we wear. Advertisers use methods that attract attention.

For example, to make a burger look tasty in advertising, it may be painted with brown food colours, sprayed with waterproofing to prevent it from going soggy and sesame seeds may be super-glued in place. Advertising can bring new customers and more sales for the business. It can be expensive but can help make a business make more money.



Edo period flyer from 1806 for a traditional medicine called *Kinseitan*

Commercial messages and political campaign displays have been found in the ruins of entry followed by movies, radio and television.

Types of advertising

Advertising happens in many different ways. Many products are advertised on television, although not all channels permit advertising. The advertisements usually appear during breaks between a television show. They are usually for products, other television shows or movies and are not normally much longer than 30 seconds. Some radio stations have audio advertisements that play between programmes.

An advertisement for a movie is called a trailer. It shows a short collection of clips from the movie, and shows the date it will be released in cinemas.

Advertising also takes place on websites. These may appear as "banner ads" or "popups". They are often still images or flash animations. The owner of the website will get money when a user clicks on the advertisement. Sometimes they will get a percentage of the money if they buy a product.

Billboards advertise products on highways and city streets. These may simply be freestanding billboards or may be part of street furniture such as a bus shelter. Buses and taxis are often covered in adverts, while budget airlines sometimes allow advertising inside their planes. Adverts also appear in newspapers, magazines and sports programmes. Many stadiums have adverts set around them. Sports teams, tournaments, television programmes and public events may have a sponsor who is the main or sometimes only advertiser.

Technique

Advertisers use many different techniques to get people to notice their adverts, often using deliberately shocking or provocative images. Once they have managed to make people notice their advert, they need to 'sell' the product

or brand. They may try to make the product look appealing, however often advertisers use humour in such a way that get people to remember the brand without actually promoting the product. Poor adverts can damage sales or spoil a brand's identity.

SWOT analysis of RANU Agro. Industries(BD)LTD Kamarpukur, Saidpur Nilphamari.

Ranu agro industries is located at saidpur, Nilphamari. It is also near Saidpur airport. Saidpur is also over populated area and live very power live. So huge amount of Manpower. Transportation and communication is available for airport, Export processing Zone(EPZ) and high way. It is agriculture based industry. Its row material is jute which. Produced huge amount in local area. Ranu agro industries is produced only produced only jute 2 types of bag. Those bags are sold in local market and exported in India. Ranu agro realise that they want to go a good position in the global market. But it is not identified that what is going wrong. So need SWOT analysis as shown bellow.

Strength

- Transports and communication
- Manpower availability
- Machine availability
- Row materials availability
- Weaknesses
- Limited market
 - Unused manpower
 - Limited skill worker
- Location

Opportunity

- Whole country market
- World Market
- Using of whole manpower Variety of products

Threat

- Unused worker
- Product varieties
- Competitor

After SWOT analysis Strengths weaknesses, opportunities and threats are known. For reaching SMART. Strengths and Opportunity have to be increased. and weaknesses and Threats are having to be decreased.

HOW TO MEET SWOT

1. Increase Market

Jute product is disposable packaging thing which is suitable for environment. It is used all over the world. Advertising is the main factor for increasing market not only home but also abroad. We can have exported all over the world and whole Bangladesh through advertising. Transportation cost is less for close to EPZ.

2. Varieties of product:

Kaizen is very important tools for various kinds of product. Demand is changing day by day. Product variety is the most important decision. Kizen helps present market analysis. Different country has different types of product's demand.

3. Proper use of Manpower

Manpower is a main factor of industry. Ranu has huge number of Manpower at cheap cost. So it is good opportunity to proper use of them for business growth.

4. Training and Motivation

Most of the worker are not skills. So they should need training. But some worker is unconscious about their life. They don't hope better life. XY theory help them identification and meet them

5. Meet competitors

Competitors are threats of business. We can't meet making defect free and qualityfull product at a less cost than competitor. Quality and cost is main factor to meet them. Low cost and high quality customer will come to me. high cost and less quality the customer will go to competitors

6. Increase quality

Quality is very important. Poor quality bad effect to the organization and good quality is the good well in the market. Team work is also helpful for defect free product. Employee empowerment is also helpful for good make a defect free product. If anything wrong in any stage of organization and all employees have power to take action Against it (if this is known to that employees)

Before condition Ranu agro industries LTD(before)

Before SWOT analysis Ranu agro industries was a low position in the Market

1. two competitors in the Market
2. . It has one kind of product.
3. Only had Indian and some local market.
4. Total demand 150000 unit.
5. Total Worker was 20000 available. But 5000 were in the work.
6. demand Was 5000 units per day
7. Worker salary was 5500taka per month

8. operator salary was 7000 takas per month
9. over time was not needed
10. Worker life was very poor.
11. Market position was low

Present Condition of Ranu Agro Industries.

1. Competitor two
2. Three kinds of products (bags, Karpet, Handicraft, Rosi)
3. India, and Nepal
4. Total demand 350000 unit (bag 20000 unit. Carpet 50000 unit handicrafts 100000 units)
5. worker 19000
6. demand per month 12069 unit per day
7. Worker Salary 7200 taka per month
8. Operator Salary 9000 taka per month
9. worker life medium but satisfied
10. Company position medium

Conclusion

A realistic recognition of the weaknesses and threats that exist for the human effort is the first step to countering them with a robust and creative set of strengths and opportunities. A SWOT analysis identifies Ranu agro industries strengths, weaknesses, opportunities and threats to assist you in making strategic plans and decisions. kaizen was helped to build strengths. XY theory and advertising are eliminated the weaknesses and increased threats. All those work are helped to Ranu agro industries in a better position.

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