

Sample SWOT for European insurance company which want to enter Iran

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### Strengths

- 1- Right product, quality and reliability.
- 2- Brand equity/ power of brand.
- 3- Superior product and services and performance vs competitors.
- 4- Product innovations ongoing.
- 5- Process and IT infrastructures.
- 6- Knowledge in product management.

### Weaknesses

- 1- Little knowledge of Iran's market.
- 2- Little knowledge about Iranian behaviours and ethnicity.
- 3- End users sales control and direction
- 4- Distribution.
- 5- Don't have a detailed plan ( I think )
- 6- Staff need training.

### Opportunities

- 1- Develop new products, specifically, in health / life insurance.
- 2- Local competitors have poor products and services.
- 3- Profit margins in retailing will be very good cause of economy of scale.
- 4- End users like to purchase European/ American brands. (famous brands)
- 5- Can surprise competitors.
- 6- Support governments.

### Threats

- 1- Iran central insurance regulations.
- 2- High unemployment rate in Iran.
- 3- Stagflation.
- 4- Contraction policy.
- 5- The small NUMBER OF SUPPLIERS WITH HIGH QUALITY.
- 6- Possible negative publicity ( after sanction)