



**SME ESG  
HUB** 











# TRANSFORM

---

Sustainability  
SWOT Analysis



THE TOOL

<b>Company</b>		<b>Project</b>		<b>Owner</b>		<b>Version</b>	
<b>ENVIRONMENTAL/SOCIAL CHALLENGES &amp; BIG TRENDS</b>		<b>STRENGTHS, WEAKNESSES, OPPORTUNITIES &amp; THREATS</b>				<b>PRIORITIES &amp; ACTIONS</b>	
 <b>CHALLENGES</b>	 <b>STRENGTHS</b>		 <b>WEAKNESSES</b>		 <b>PRIORITIES</b>		
 <b>TRENDS</b>	 <b>OPPORTUNITIES</b>		 <b>THREATS</b>		 <b>ACTIONS</b>		



HOW TO USE

Company	Project	Owner	Version
---------	---------	-------	---------



**CHALLENGES**

What do you and others see changing?

For example:

- *Difficult to find raw materials.*
- *Frequent water cuts due to contamination.*
- *Too much wastage.*
- *Flooding.*
- *Unpredictable weather.*

**TRENDS**

What are the big global trends you see that affect life and business?

For example:

- *Technology developing faster.*
- *Politics turning into a circus.*
- *Countries becoming more protective.*
- *More difficult for economy to grow.*

**STRENGTHS**

- How can your company's strength be used to overcome environmental/social problems?
- Next, think about the strength of your suppliers.
- Think about how you can help each other through transfer of technology.

**OPPORTUNITIES**

- Consider working on issues/challenges before they work on you! (manage issues/challenges while they are still small)
- Think if your products or services can be improved to provide solutions to the issues/challenges.

**WEAKNESSES**

- Who do you know is facing the same problem or issues? (Use this to partner others to overcome the weakness)
- Start your list with problems or issues that is caused by environmental challenges, then follow through with social challenges.

**THREATS**

- What are the environmental or social challenges threatening your business (E.g. supply of raw materials or increasing labour cost).
- Think of the threats that are common to you and also to your suppliers.

**PRIORITIES**

- Which issues will get the attention of your Seniors?
- From top to bottom, organise the issues that give your company the most problems in achieving it's Vision and Mission.
- Identify "Champions" who people listen to and get their help to promote your thinking.
- Find the most urgent/important sustainability issues that will cause your bosses to lose sleep, but also go to them with some possible solutions.

**ACTIONS**

- Consider the resources required such as people, money, process or equipment.
- Organise the actions you will take into "Do It Now", "Do it a Bit Later", "Do it Much Later".
- Make sure your bosses and friends at work agree to the actions - it is their plans too!
- Aim high, but make sure it is possible to achieve.



# SME ESG HUB

A small icon consisting of a grey arrow pointing right, with several colorful dots (red, blue, green, orange) above it, suggesting a hub or network.

Developed By:

**UN Global Compact Network Malaysia & Brunei**

B2-8-1, Block 2, VSQ @ PJ City Centre, Jalan Utara,  
46200 Petaling Jaya, Selangor, Malaysia.

T: +6 03 2935 9051 · E: [info@ungcmalaysia.org](mailto:info@ungcmalaysia.org)

**[www.ungcmyb.org](http://www.ungcmyb.org)**