



# GUIDELINES FOR CONDUCTING THE SWOT ANALYSIS

- **Activity 2.1:** Each partner produces a SWOT analysis focusing on legislative issues and economical features of trade sector in its region
- **OUTPUT 2.1.1:** SWOT analysis of trade sector in partners regions

## First step: **Legislative Framework**

- Describe Trade regulation at local and national level : laws, responsible authorities, etc...;
- Refer to regulation on environmental concerns: territory management (use, consumption, development, preservation), waste management, retailers activity, environmental impact, sustainable consumption practices;
- Refer to regulation supporting retailers networks and promoting PP governance and/or consultation processes;
- Refer to local regulation concerning closing/opening days and times, pharmaceutical retail, etc...;
- Explain how competitiveness and sustainable development in Trade Sector are supported by national, regional and local regulation.

## Second step: **Economic Features**

- Describe Trading assets (large, medium and small retailers): retailers typologies, geographical distribution, past and new trends (considering in particular the consequences of the economic crisis);
- Provide statistical data on regional/local household income and goods consumptions;
- Outline the national and regional projects, good practices in sustainable consumption and sales promotion launched by public or private organisations;
- Outline new and past trends in Trade sector.

## Third step: **outline Strengths, Weaknesses, Opportunities, and Threats**

- On basis of legislative issues and economic features, evaluate **Strengths, Weaknesses, Opportunities, and Threats** of Trade Sector in your region that can impact the project.
- Your suggestions are welcome!



# For further information

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