

# THE MID-MONTH *Magazine*



## Tips & Tricks

Summer Is In The Air



**Top Trends**

15 May-15 June

**Calendar**

**SWOT  
Analysis**



**BB insights**

**Let me help you  
create a SWOT analysis**



Analysis, strategies, planning, etc. You have probably encountered these words when starting your own business. Today, we'll recommend you a popular yet proven tool for developing a solid strategic plan. SWOT analysis is a model for evaluating a company's competitive situation and establishing strategic plans.

A **SWOT** analysis investigates aspects, as well as present and future opportunities. Well, SWOT originally stands for (strengths, weaknesses, opportunities, and threats) A SWOT analysis is designed to help in a data-driven, fact-based, and very realistic analysis of the strengths and weaknesses of an organization, initiative, or industry. The company should keep the analysis as precise as possible by avoiding assumptions or ambiguity and instead concentrate on actual realistic events.

SWOT analysis is a technique for evaluating a company's performance, competitiveness, risk, and potential, as well as a specific section of the company, such as a product line or division, or an industry.

The technique, which uses internal and external data, can steer firms toward more probably more successful strategies. Furthermore, independent SWOT analysts, investors, or competitors can advise them on whether or not a company, product line, or industry is strong or weak and why.

The word "SWOT" is rendered in large, 3D block letters. The 'S' is green, the 'W' is orange, the 'O' is pink, and the 'T' is blue. The letters are set against a light, textured background.

So .. let's discover each part of it:



**Strengths** include a strong brand, a loyal consumer base, innovative technologies, and so on. For example, an investment company, for example, may have developed a special trading technique that outperforms the market. It must then decide how to shine the spotlight on those findings in hopes of attracting more investments.

**Weaknesses** are what prevents an organization from performing at its best. Poor brand, above-average turnover, high level of debt, or inadequate cash are examples of areas in which the business needs to improve in order to compete.

Opportunities are external factors that can provide a competitive advantage to a company. If the government reduces taxes and the opportunity of entering new markets.

**Opportunities** refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share.

**Threats** are circumstances that have the potential to cause harm to an organization. A drought, for example, poses a risk to agricultural companies since it might destroy crop yield. Other prominent issues include rising material costs, greater competition, a labor shortage, and so on.

When creating a SWOT analysis, there are two areas to consider: internal and external.

The internal aspect involves what happens within the firm which represents a great source of information for the SWOT analysis's strengths and weaknesses categories. Financial and human resources, tangible and intangible assets, and operational efficiencies are examples of internal factors.

On the other hand, the external aspect includes what happens outside of the firm is just as vital to a company's success as what happens inside. External influences, such as policies, and market shifts.

Following this explanation, we want to emphasize how useful this analysis is in shaping corporate strategy discussions. It is helpful for everyone present to review the main strengths and weaknesses of the business, outline opportunities and threats, and develop options. The SWOT analysis you imagine before the session frequently alters during the session to reflect variables you were unaware of and would never have recorded if not for the group's involvement. Now you know what you need to create your strategic analysis, It's time to get started.

#### References

<https://www.investopedia.com/terms/s/swot.asp>

Summer

Is In The Air

Tips & Tricks



**01**

**Summer = Vacations = Events  
= Weddings = Parties**

**02**

**Join in on local  
community events**

**03**

**Refresh your social  
accounts for the summer**

**04**

**Offer special packages  
or services**



# BB insights healthcare marketing in Summer

Hello!.. This is Business Box again, and in this section, we'll share with you some ideas regarding healthcare marketing in Summer!



Summer means more sun and more tourists! The medical tourism industry contributes almost \$1 billion to the gross domestic product of Jordan for example! And the market size of sunscreen manufacturing in the United States in 2022 is estimated to be approximately 0.5 \$ billion! So how can we in the healthcare field get benefited from this?

First and foremost, adjust your target audience especially on social media platforms for better outcomes! Remember to create more suitable content that will attract your unique audience.

Pharmacies for example should make sure that all products used for tanning or sun protection including sunscreens and tanning oils, as well as medical creams that may help in related cases, are available and placed in an easily accessible area to your customers.

Clinics and medical centers should be prepared for cases related to high temperatures and sun burns, starting by offering more relevant services for new target audiences that meet their demands. And making sure that their information on the Internet is precise and readily available for users in different languages. Keep in mind that tourists might seek different services far from sun and burns like aesthetic procedures.

We wish you a sunburn-free summer with lots of joy and parties



## References

<https://drprem.com/medical-tourism/medical-tourism-in-jordan/>

<https://www.ibisworld.com/industry-statistics/market-size/sunscreen-manufacturing-united-states/>

# Top Trends



# #SuperBowl



**Jordan**

#MetGala  
#WithYou  
#MetGala2022



**KSA**

#WithYou  
#StopCafCorruption



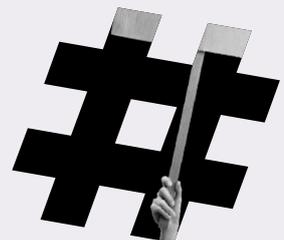
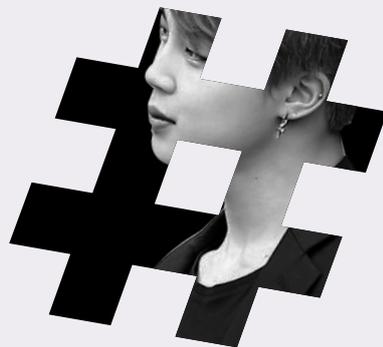
**UAE**

#MetGala  
#MarchAgainstImportedGot



**QATAR**

#MetGala  
#MarchAgainstImportedGot



15 May

# Calendar

15 June

## May

17 May

World Hypertension Day

20 May

World Bee Day

21 May

World Tea Day

23 May

World Turtle Day

25 May

Jordan Independence Day

27 May

Sunscreen Day

31 May

World No-Tobacco Day

## June

3 June

World Bicycle Day

5 June

World Environment Day

12 June

World Day Against Child Labour

13 June

International Albinism Awareness Day

14 June

World Blood Donor Day



# BUSINESS BOX

## MIDDLE EAST



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