Welcome to the

"Project Cycle Situation Analysis" : SWOT, PESTE

Session.

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Session Outline

(1) Project Cycle Management : Understanding the Cycle

(2) Project Management vs Project Cycle Management

(3) Project Cycle Management : Pre-Stage

(4) Project Cycle Management : Post-Stage

(5) Tools for Project Identification and Design

(6) Situation Analysis

(7) Tools for Situation Analysis

(7.1) PESTE

(7.2) SWOT

(1) *Project Cycle Management : Understanding the Cycle*

Meaning : The management of activities and decision-making procedures used during the life-cycle of a project.

Process : The cycle represents a continuous process in which each stage provides the foundation for the next

The Project Life Cycle

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(5) Tools for Project Identification and Design

Situation Analysis
- PESTE
- SWOT
- Stakeholder Analysis

Objectives Analysis
- Problem Tree
- Objectives Tree

Alternatives Analysis
- Feasibility Study
- Risk Assessment

Project Design
- Logical Framework

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(7) Tools for Analysing Project Information

- Contextual Scan – PEST/PESTE/PESTLE/PEASTEL
- Strengths, Weakness, Opportunities, Threats (SWOT)
- Stakeholder Analysis

- **PESTLE**
- The Political, Economic, Social, Technological and Environmental) technique is a useful framework to use as part of the planning process.
- Some organizations also separate 'Administrative' and 'Legal' from Political

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(7.1) PESTE: An Example for Each Category

P	Political	High commitment to reduce CO_2 emissions
E	Economic	Liberalization of trade
S	Social	Increased cross-border movements and interactions
T	Technological	New ICT systems
E	Environmental	Over-exploitation of natural resources

(7.2) Strengths, Weaknesses, Opportunities and Threats (SWOT)

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

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CONCLUDING REMARKS

Thanks for Patient Hearing !

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