

PACO analysis



SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

- Alfred Humphrey, Stanford Research Institute USA, 1960s

PACO Analysis

- Problems,
- Advantages
- Challenges
- Opportunities

- Rhys Evans, *2013!*

PACO

- PACO analysis begins with understanding the thing being analysed
- It ends with positive considerations
- And thus forms a valuable platform for further discussion and development.

PACO Analysis

- After performing an ABCD analysis of existing assets, the addition of a PACO analysis helps you think of ways forward for development
- In other words, once we know what we have, we can identify the most likely things which we can take forward!