IF HITLER WERE A HIPSTER…

Well, we know it's impossible, bust just try to figure out. Indeed, the first hipsters were born in the 1920's, in New York. So it's not a so crazy idea… Well, it is, but anyway…

If Hitler were a Hipster he probably didn't wait for their Marshalls' Report, or he didn't try to conquer the entire world because it was so mainstream, at the moment (just kidding).

There are a lot of different ways to conquer the world, but you only could have success if you really knew your situation at the moment. Hitler just believed in the power of the Arian fascist well-trained german troops, but if he were a Hipster, he probably would try just a couple of things before he decided to invade Poland. And one of these things should be a SWOT ANALYSIS.

What's a SWOT analysis?

SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats and is a structured planning method that evaluates those four elements of a project or business venture. A SWOT analysis can be carried out for a company, product, place, industry, or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

The degree to which the internal environment of the firm matches with the external environment is expressed by the concept of strategic fit.

Strengths: characteristics of the business or project that give it an advantage over others

Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others

Opportunities: elements in the environment that the business or project could exploit to its advantage

Threats: elements in the environment that could cause trouble for the business or project

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, decision-makers should consider whether the objective is attainable, given the SWOTs. If the objective is not attainable, they must select a different objective and repeat the process.

Users of SWOT analysis must ask and answer questions that generate meaningful information for each category (strengths, weaknesses, opportunities, and threats) to make the analysis useful and find their competitive advantage.

Here you can find a very good app that you can use to create your own SWOT analysis:

https://www.smartdraw.com/swot-analysis/swot-analysis-software.htm?id=136738&gclid=CL_3m4P2qtECFaYy0wodWvQIUg

What are you supposed to do?

Create your own SWOT analysis by taking in consideration all the information you know about Germany and Hitler (internal factors) and the rest of the countries and their leaders (external factors). You can use the templates of the webpage above-mentioned or your own design.