

Mediterranean Journal of Social Sciences 2015 vol.6 N3, pages 705-709

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## **PEST - Analysis and SWOT - Analysis as the most important tools to strengthen the competitive advantages of commercial enterprises**

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### **Abstract**

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. Commercial enterprises operating in the regional market, forced to constantly monitor changes in the environment that have a direct impact on its business. To effectively analyze the external environment has developed special techniques, among which the most popular PEST - and SWOT - analysis. The results of this analysis can reveal not only the strengths but also weaknesses in the enterprise, as well as to identify the threat in the short term, to optimize the functioning of the enterprise and to strengthen its competitive position.

<http://dx.doi.org/10.5901/mjss.2015.v6n3p705>

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### **Keywords**

Competitive advantages, Methods, PEST and SWOT - analysis, Trade enterprises