

United Technologies Corporation – SWOT Framework Analysis

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Date: October 2016

Pages: 35

Price: US\$ 110.00 (Single User License)

ID: U8B327738B6EN

Abstracts

Headquartered in Connecticut, United Technologies Corporation is involved in providing high end technology products and services to the aerospace industry. The company also designs and manufactures passenger and freight elevators through its business segment Otis. Another business segment Pratt & Whitney is known for supplying top quality aircraft engines for both commercial and military aviation markets.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes United Technologies Corporation in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

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