

# S.W.O.T Analysis: Nigeria

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## Strengths

**Resources** - strong oil and gas sectors which can help which can help earn a lot of foreign exchange in the field of exports.

**Young Workforce** - current population of 206 million (2020) and one of the worlds youngest populations. This is a positive point when it comes to obtaining labour force for new and existing business in the country.

### Literacy Rate

- 79% male
- 65% female

## Weakness

- Corruption
- Poor Infrastructure (Power Supply)
- Harsh and Competitive business environment
- Political Instability
- Ease of Business : 56.9  
world average - 78.4

## Opportunities

**High Population**- demand for product and service will be high

**Forming good relations** - diversifying its economy by going global exchange goods and services and even labour.

Exchange of labour could lead to further growth by acquiring modern skills to bring back to the country.

**High Overall GDP** - 432.3 billion \$  
(2020)

## Threats

- Increasing rates of crime frauds and scams

Nigerian companies don't not have **sufficient capital to invest** = lower quality products = failing when going into international environments