



Strategies for
Public Transport in Cities



Working Group Meeting, Barcelona Corporate Management

SWOT-Analysis
Documentation

March, 30th, 2007

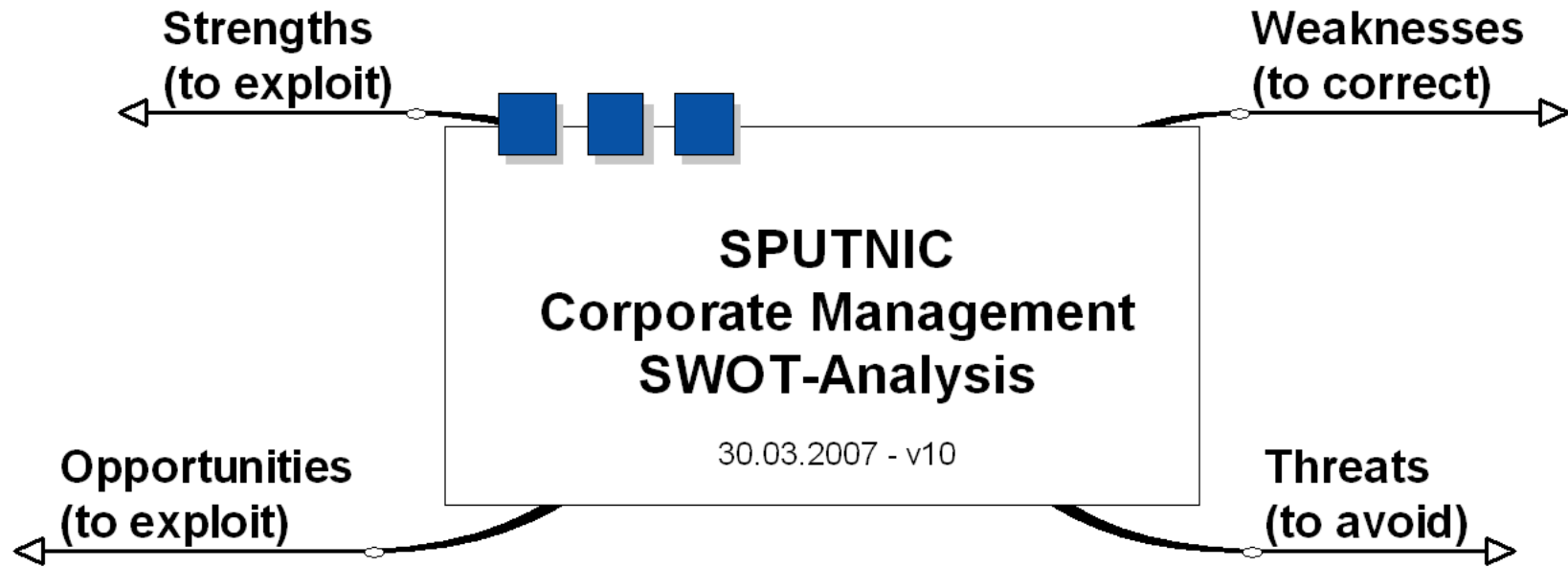


Funded by the EU

SPUTNIC – Strategies for Public Transport in Cities
<http://www.sputnicproject.eu/>

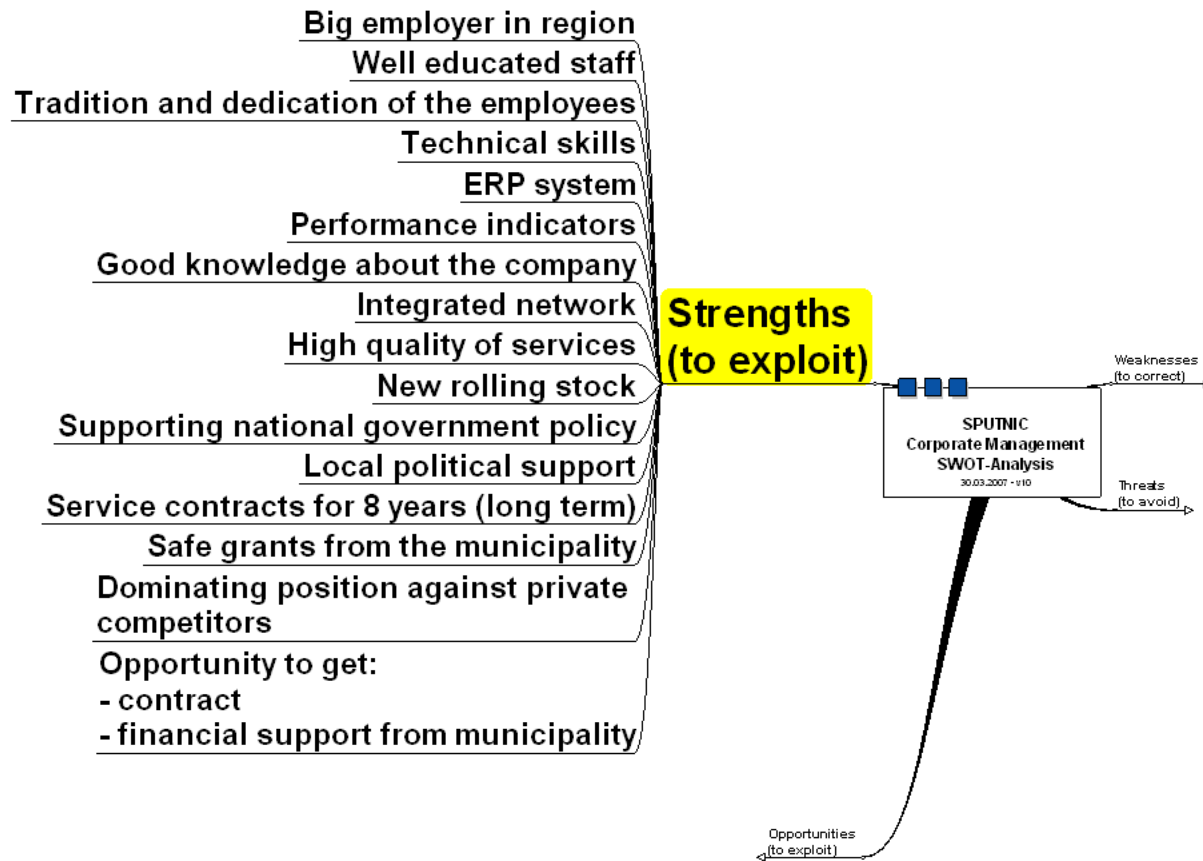


SPUTNIC - Corporate Management SWOT-Analysis



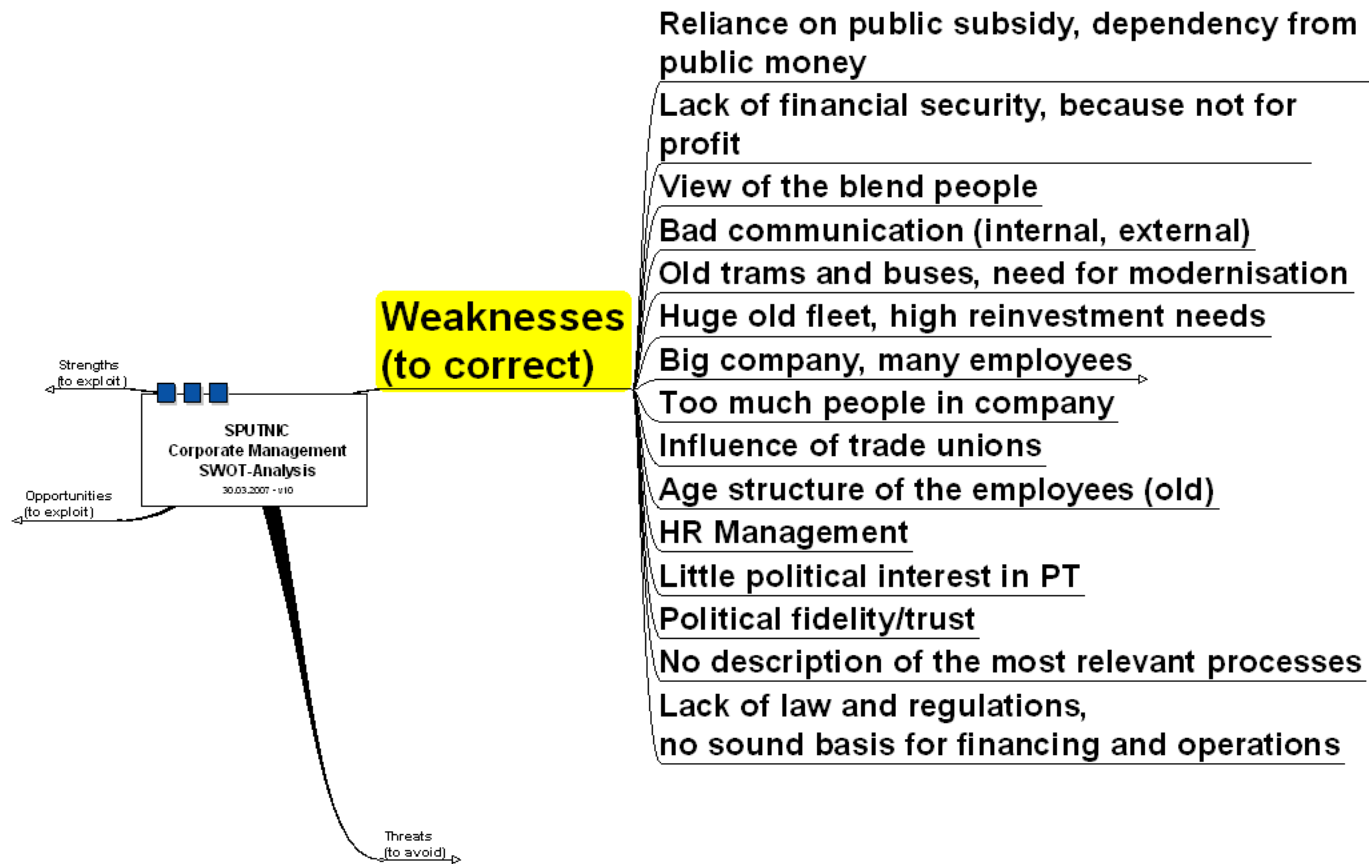


Strengths (to exploit)





Weaknesses (to correct)





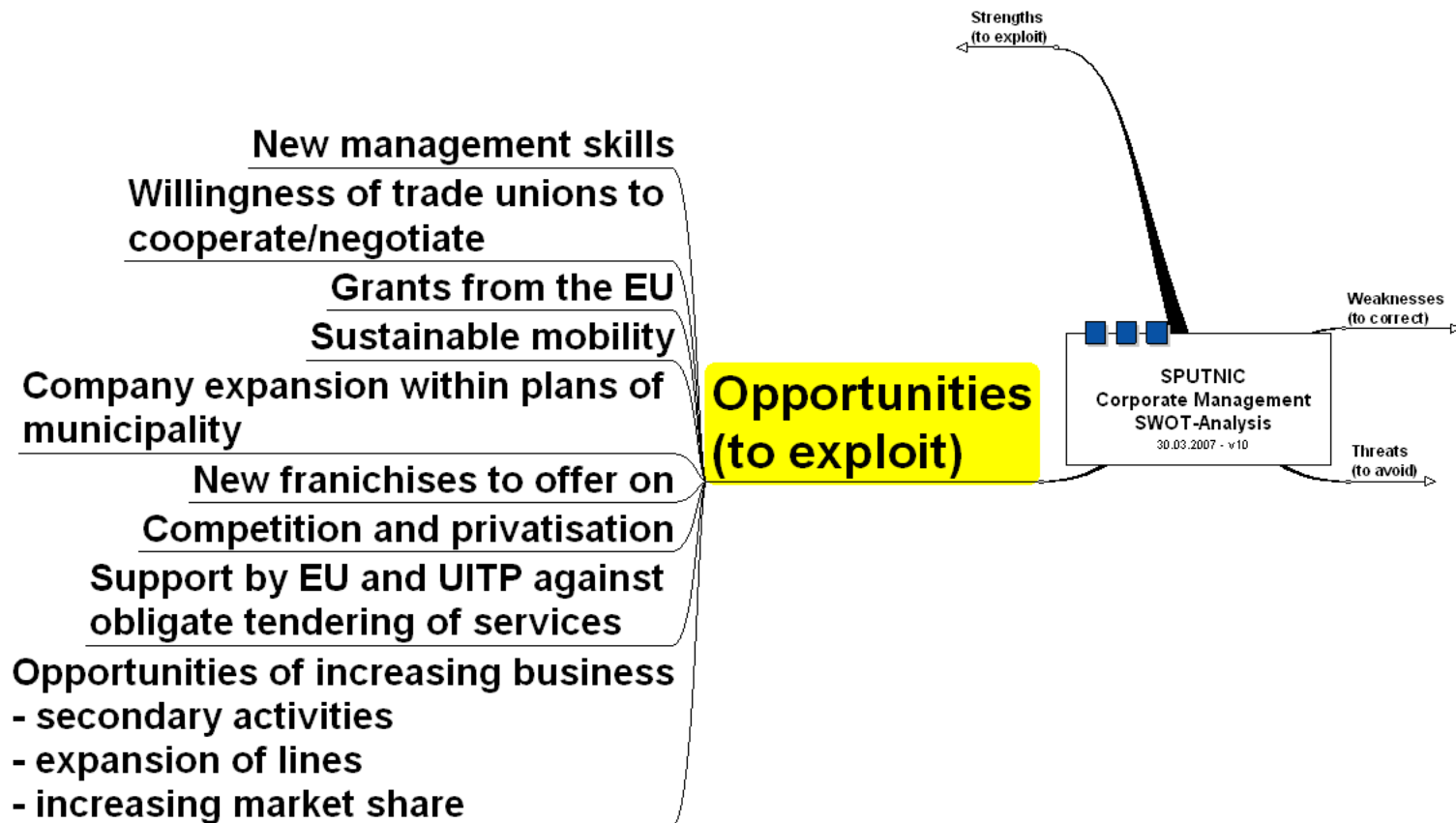
Weaknesses (to correct)

Big company, many employees (continued)

- Change management is much harder
- Less flexibility
- Communication is hard
- Many trade unions to deal with
- Hard to manage



Opportunities (to exploit)





Threats (to avoid)

