

# RECRUITMENT SWOT ANALYSIS

HR Department Strategy Tool

Date: \_\_\_\_\_

## Strengths

- Strong employer branding & reputation
- Competitive salary and benefits package
- Efficient internal referral program
- Modern ATS and recruitment technology
- High candidate experience ratings

## Weaknesses

- Long time-to-hire for technical roles
- High turnover in entry-level positions
- Limited diversity in leadership pipeline
- Heavy reliance on external headhunters
- Manual onboarding processes

## Opportunities

- Expansion into remote/global talent pools
- Partnerships with local universities
- Implementing AI for resume screening
- Upskilling current staff for internal moves
- Social media recruitment marketing

## Threats

- Rising talent costs in the local market
- Aggressive poaching from competitors
- Changing labor laws and regulations
- Negative reviews on glassdoor/social media
- Economic shifts impacting hiring budget