Conceptual model for the realization of swot analysis to elaborate local development strategies

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This paper aims to present the ways of making SWOT analysis using quantitative and qualitative models and establishing the optimal development strategies of rural settlements in the North – East region of Romania, previously used to establish strategies within organizations. This represents an adaptation of this approach to another area of activity. Stratification criteria were established for the general domains at the level of all rural settlements in this development region (trade and catering, agriculture, living conditions, rural infrastructure, access to basic services, public order and safety, constructions, administration and civil society and others) that were then classified, according to actual needs of local communities, into areas of expertise. This conceptual model can be applied to the entire North – East development region, being built on data collected from 6 different counties (Botosani, Iasi, Vaslui, Bacau, Neamt, Suceava).Based on the stratification criteria of the domains encountered in the rural villages of the North – East region, a division and classification of the durable rural development strategies of local communities has been realized according to the opportunities and threats presented by their external environment and by their strengths and weaknesses. By virtue of these characteristics determined by the quantitative and qualitative models of the SWOT analysis, we will have four types of strategies that can be used. It has been discovered that the majority of local communities' present characteristics that do not allow the application of only one type of strategy, but that can generate various combinations between the four types of achieving them. It results then a customization of the conceptual model of realizing the local development
strategies according to local conditions. However there is a preponderance of one of the four types of strategies (SO, ST, WO, WT).