



Strategic Factors Analysis Summary Matrix (SFAS) Portfolio Analysis

- A Strategic Factor Analysis Matrix (SFAS) is a **tool used in strategic management to consolidate and analyze an organization's internal and external strategic factors.**
- It combines the findings of two other matrices—the Internal Factor Evaluation (IFE) and the External Factor Evaluation (EFE)—to create a comprehensive view of critical success factors affecting the organization.
- **Steps in Creating a SFAS Matrix :**
- **Identify Strategic Factors:** Gather the key internal and external factors that influence the organization. Internal factors include **strengths and weaknesses (from the IFE)**, while external factors include **opportunities and threats (from the EFE)**.



Assign Weights: Assign a weight to each factor, typically ranging from 0 to 1, based on its importance to the organization's success. The total should equal 1.

Rate Factors: Rate each factor on a scale (often 1 to 5) to reflect how well the organization is currently managing it. For example, **5 could indicate that a strength is being fully utilized or a threat is well managed.**

Calculate Weighted Scores: Multiply each factor's weight by its rating to determine the weighted score.

Analyze and Summarize: Add the weighted scores for a total score, which can indicate how well the organization is positioned strategically.

Weights show relative importance.

Ratings reflect performance on each factor.

Total Score can be used to gauge overall strategic positioning (typically, a higher score indicates stronger positioning).



SFAS Matrix Structure



Strategic Factor	Weight	Rating	Weighted Score
Strength 1	0.15	4	0.6
Weakness 1	0.10	2	0.2
Opportunity 1	0.20	5	1.0
Threat 1	0.25	3	0.75
...
Total Score	1.0		[Total]

Interpretation of Results :

The SFAS matrix provides a strategic snapshot by weighting and scoring factors affecting an organization, allowing decision-makers to prioritize areas of focus and improve overall strategy alignment.