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## **APPLICATION OF AHP METHOD IN EXTERNAL STRATEGIC ANALYSIS OF THE SELECTED ORGANIZATION**

### **Abstract:**

Strategic management belongs indisputably to the activities enabling long-term development of the organization. Managers must decide on future actions. The first step of the process is strategic analysis, which helps to identify and to describe organizational internal and external environment. SWOT analysis is the most frequently applied method which enables synthesis of partial results of external and internal analyses. The paper is focused on external part of SWOT analysis. The aim is to propose evaluation of the partial results of external strategic analyses, which are basis for creation of external part of SWOT matrix. Analytic hierarchy process is used for the evaluation and this method is applied on data of the selected organization.

### **Keywords:**

Analytic Hierarchy Process, external environment, strategic analysis, SWOT analysis.

**JEL Classification:** C51, L10