

SWOT Analysis Map for Current Situation of Two Mahala in Najaf Center

Dr. Abdul Razzak Ziboon

Building and Construction Engineering Department, University of Technology/ Baghdad

Email: razzak1956@yahoo.com

Dr. Imzahim Abdul Kareem Alwan

Building and Construction Engineering Department, University of Technology/ Baghdad

Email: mzahim74@yahoo.com

Hadeel J. Ali

Building and Construction Engineering Department, University of Technology/ Baghdad

Email: zozohado@yahoo.com

Received on: 1/11/2011 & Accepted on 5/4/2012

ABSTRACT

This paper presents an analysis situation two Mahala in Najaf Center. It uses to determine all internal resources, capabilities and obstacles (strengths and weakness), and external factors (opportunities and threats). A powerful tool for doing such analysis is Strengths, Weaknesses, Opportunities and Threats (SWOT). It helps revealing obstacles, capabilities, problems and aspects in the city. It achieves by Questionnaire that gives for sample people. GIS programs has been used to produce map of current situation two Mahala for both Educational and Health Centers services in Najaf Center.

Keywords: Najaf Center, SWOT Analysis, Current Situation, Educational services, Health Centers.

خارطة تحليل الـ (SWOT) لواقع حال محلاتان في مركز النجف

الخلاصة

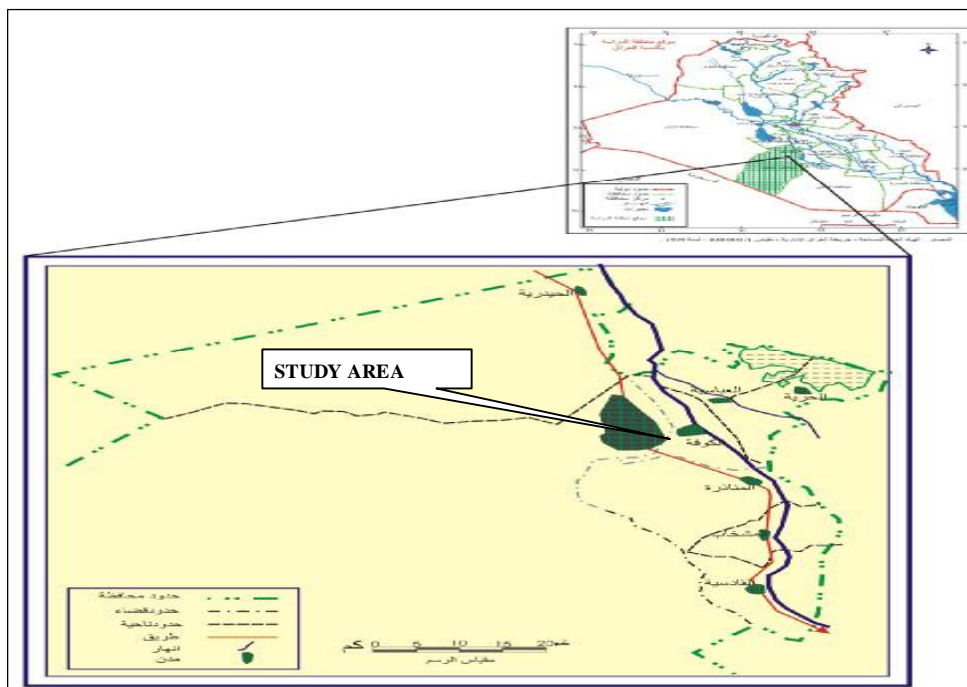
هذا البحث يقدم تحليل واقع محلاتان في مركز مدينة النجف. فهو يستخدم لتحديد العوامل الداخلية والتي تشمل الموارد والقدرات والعقبات (نقاط القوة والضعف)، والعوامل الخارجية (الفرص والتهديدات). ان افضل أداة قوية مثل هذا التحليل هو القوة والضعف والفرص والتهديدات (SWOT)، فهو يساعد الكشف عن العقبات، وقدرات والمشاكل والخصائص للمدينة. تم انجاز هذا التحليل من خلال استخدام (استمارة الاستبيان) والتي اعطيت لعينة من السكان. تم استخدام برامج الـ GIS لانتاج خارطة واقع حال محلاتان لكلا الخدمات التعليمية والمراكز الصحية في مركز النجف.

INTRODUCTION

The study takes a part of Najaf governorate. Which is Najaf Center, locates with intersection latitude 44 19 East and longitude 31 59 North. It is 160 Km (South-West) far from Baghdad, 78 Km (South-East) from Karbala and 60 Km (South-West) from hilla. It includes thirty seven residential Mahala as table below and Figure (1) shows the study area:

Table (1) Residential Mahala, their area of it in Najaf Center

No.	Name of Mahala	Area/ha	No.	Name of Mahala	Area/ha
1.	Hei Random 1	311	2.	Hei Random 2	164
3.	Hei Al Muthana	36	4.	Hei Al Makrama	282
5.	Hei Al Mahdi	33	6.	Hei Al Quds	108
7.	Hei Al Sinaaie	270	8.	Hei Al Hanana	49
9.	Hei Al Siha	79	10.	Hei Al Saad	98
11.	Hei Al Nasr	316	12.	Hei Al Hussain	86
13.	Hei Al Melad	255	14.	Hei Al Mualameen	61
15.	Hei 2	294	16.	Hei Al Shuara	49
17.	Hei Al Wafaa	268	18.	Hei Adan	93
19.	Hei Al Herfien	183	20.	Hei Al Uruba	222
21.	Hei Al Judidat	341	22.	Hei Al Eskan	72
23.	Hei Al Shurta	39	24.	Hei Al Ghadeer	95
25.	Hei Al Gharei	138	26.	Hei Al Hauraa	63
27.	The Old City	92	28.	Hei Al Ameer	169
29.	Hei Al Salam	305	30.	Hei Al Zahra	88
31.	Hei Al Askari	259	32.	Hei Al Qadisias	60
33.	Hei Al Jameaa	231	34.	Hei Al Ansar	153
35.	Hei Al Adala	161	36.	Hei Al Jmeaa	153
37.	Hei Al Furat	110			



Figure(1) Continue.

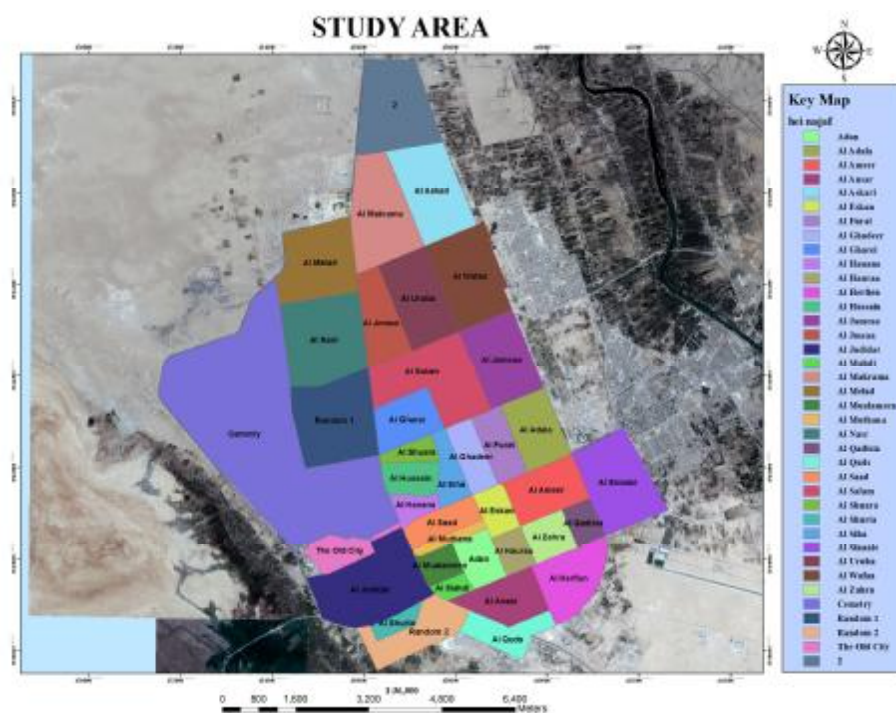


Figure (1) The Study Area.

SWOT ANALYSIS

The SWOT Analysis is an extremely useful tool for understanding and decision-making for all sorts of situations in city. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats. [2] It uses to analyze present and future status. It is based on two types of analysis, which are discussed separately: First step is the analysis of internal factors, which contains the discussion of Strength and Weaknesses according to the present status and the problems in the city. Second step is the analysis of external factors, which contains the discussion of relevant Opportunities and Threats to the future status and the problems in the city. [3] This shows in figure below. This analysis tries to minimize affects of weaknesses for problem in the city while maximizing strengths that found in the city. [4]



Figure (2) Components of SWOT Analysis.

Strengths:

The (S) stands for strengths in SWOT Analysis. Identify the strengths of the city. [5] It examines the city internal processes, capabilities and amenities.

Weaknesses:

The (W) stands for weaknesses in SWOT Analysis. Identify the weaknesses of the city. [5] Therefore, weaknesses are the counterpoint to strengths.

Opportunities:

The (O) stands for Opportunities in SWOT Analysis. It looks for potential future enhancements. [5]

Threats:

The (T) stands for Threats in SWOT Analysis. The threats are the future weakness, which if not treated adequately might constitute threats for development of the city in the future. [5]

EXPERIMENTAL WORK/ USING SWOT ANALYSIS:

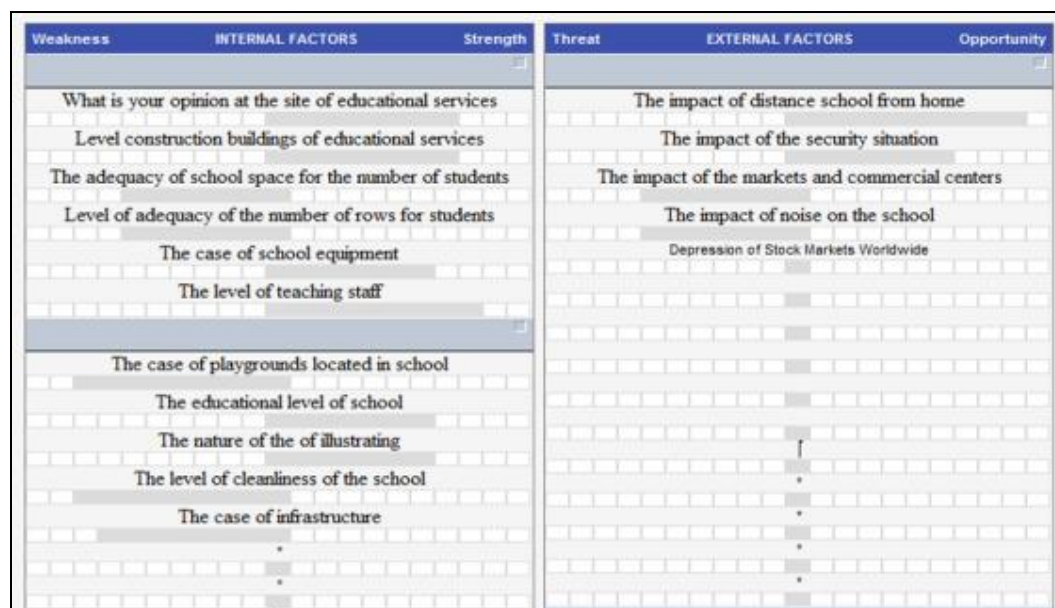
This analysis uses to evaluate two Mahala in Najaf Center; it is Hussain Mahala and Jameaa Mahala. It uses to identify and categorize significant internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors for Educational and Health Centers Services. It achieves by (Questionnaire) and the results show in below. It arranges as following:

Hussain Mahala/Educational Services:

The following table and figure show internal factors and external factors for Educational Services in Hussain Mahala.

**Table (2) Strengths, Weaknesses, Opportunities and Threats
for Educational Services in Hussain Mahala**

No.	Criteria	Score Scale
	Criteria Strengths	
1	What is your opinion at the site of educational services	7
2	Level construction buildings of educational services	7
3	The case of school equipment	6
4	The level of teaching staff	8
5	The educational level of school	6
6	The nature of the illustrating	6
	Criteria Weaknesses	
1	The adequacy of school space for the number of students	6
2	Level of adequacy of the number of rows for students	6
3	The case of playgrounds located in school	8
4	The level of cleanliness of the school	8
5	The case of infrastructure	7
	Criteria Opportunities	
1	The impact of distance school from home	9
2	The impact of the security situation	6
	Criteria Threats	
1	The impact of the markets and commercial centers	6
2	The impact of noise on the school	6



**Figure (3) internal factors and external factors for Educational Services in
Hussain Mahala.**

The final results show in the figure below and this refer to current situation for Educational Services in Hussain Mahala. It shows that the current situation is SO. It means that Mahala have Strength points and also Opportunity points.

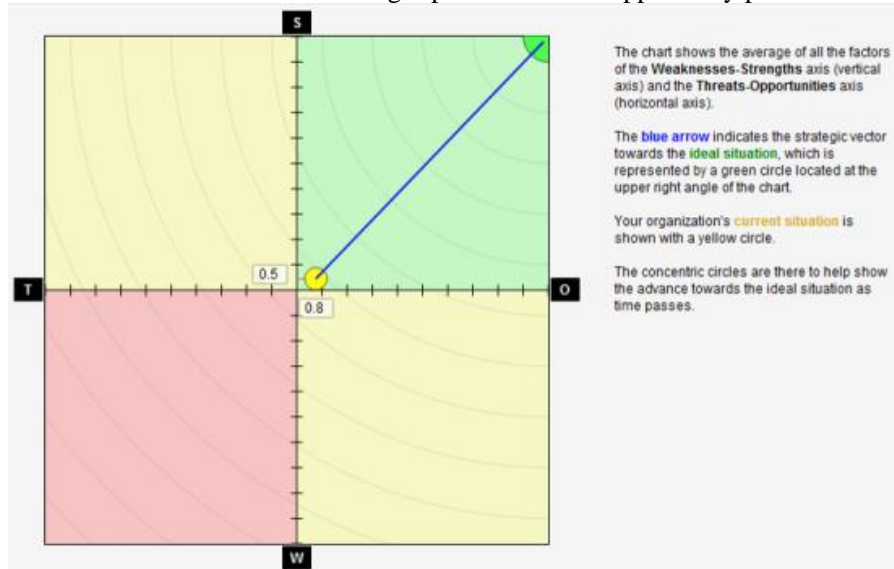


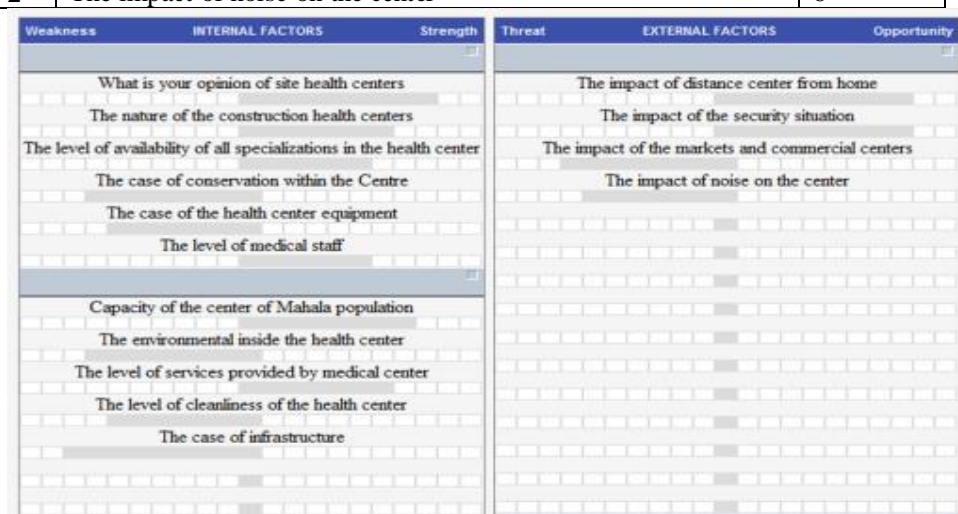
Figure (4) the current situation for Educational Services in Hussain Mahala.

Hussain Mahala/ Health Centers:

The following table and figure show internal factors and external factors for Health Centers in Hussain Mahala

**Table (3) show Strengths, Weaknesses, Opportunities and Threats
for Health Centers in Hussain Mahala.**

No.	Criteria	Score Scale
	Criteria Strengths	
1	What is your opinion of site health centers	8
2	The nature of the construction health centers	6
3	The level of availability of all specializations in the health center	5
4	The level of medical staff	5
5	Capacity of the center of Mahala population	7
6	The level of services provided by medical center	6
	Criteria Weaknesses	
1	The case of conservation within the Centre	7
2	The case of the health center equipment	6
3	The environmental inside the health center	7
4	The level of cleanliness of the health center	6
5	The case of infrastructure	8
	Criteria Opportunities	
1	The impact of distance center from home	8
2	The impact of the security situation	8
	Criteria Threats	
1	The impact of the markets and commercial centers	7
2	The impact of noise on the center	6



**Figure (5) internal factors and external factors for Health
Centers in Hussain Mahala.**

The final results show in the figure below and this refer to current situation for Health Centers in Hussain Mahala. It shows that the current situation is SO. It means that Mahala have Strength points and also Opportunity points.

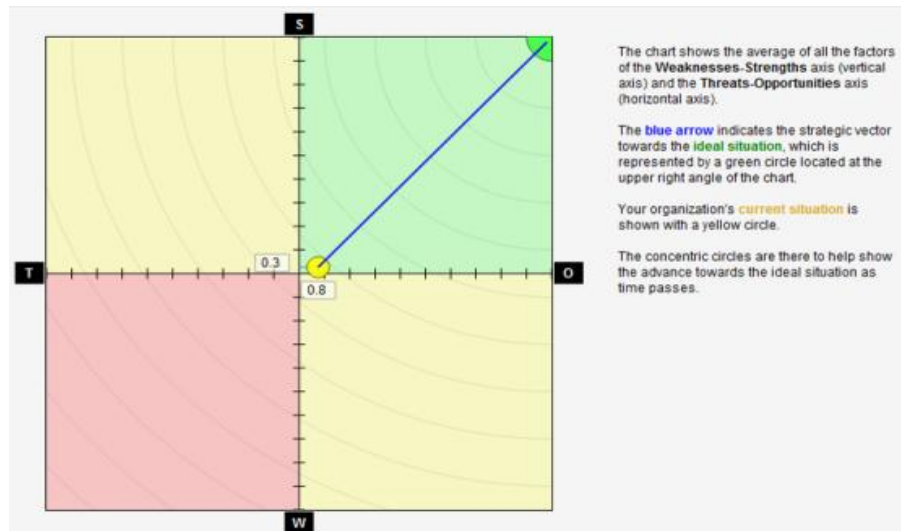


Figure (6) the current situation for Health Centers in Hussain Mahala.

Jameaa Mahala/ Educational Services:

The following table and figure show internal factors and external factors for Educational Services in Jameaa Mahala

**Table (4) Strengths, Weaknesses, Opportunities and Threats
for Educational Services in Jameaa Mahala**

No.	Criteria	Score Scale
Criteria Strengths		
1	The adequacy of school space for the number of students	7
2	Level of adequacy of the number of rows for students	7
3	The level of teaching staff	6
4	The educational level of school	7
5	The nature of the illustrating	6
Criteria Weaknesses		
1	What is your opinion at the site of educational services	6
2	Level construction buildings of educational services	6
3	The case of school equipment	5
4	The case of playgrounds located in school	7
5	The level of cleanliness of the school	5
6	The case of infrastructure	6
Criteria Opportunities		
1	The impact of distance school from home	8
2	The impact of the security situation	7
Criteria Threats		
1	The impact of the markets and commercial centers	9
2	The impact of noise on the school	8

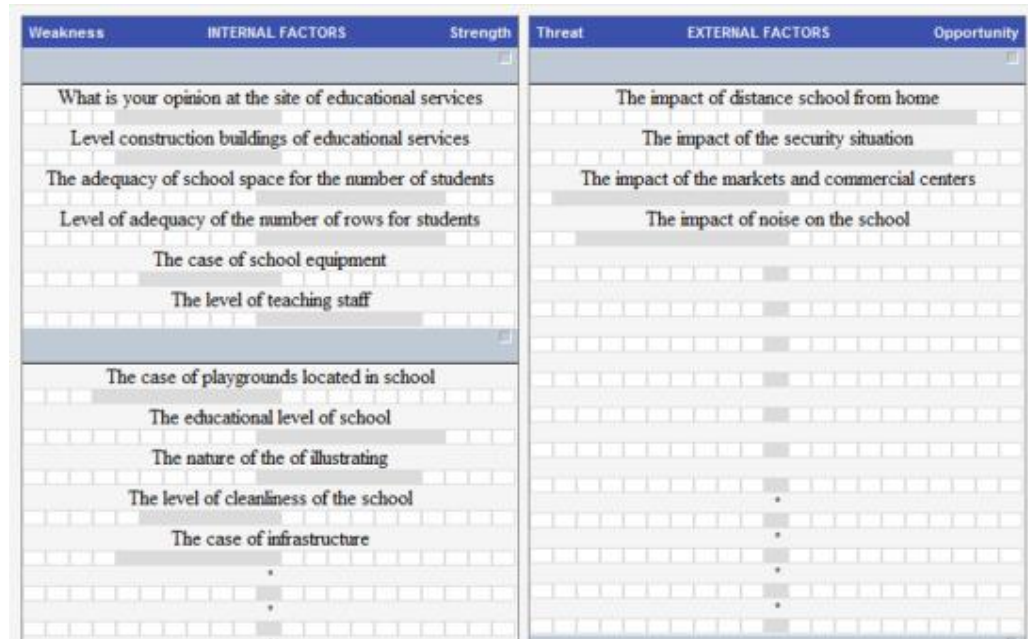


Figure (7) internal factors and external factors for Educational Services in Jameaa Mahala.

The final results show in the figure below and this refer to current situation for Educational Services in Jameaa Mahala. It shows that the current situation is WT. It means that Mahala have Weaknesses points and also Threats points.

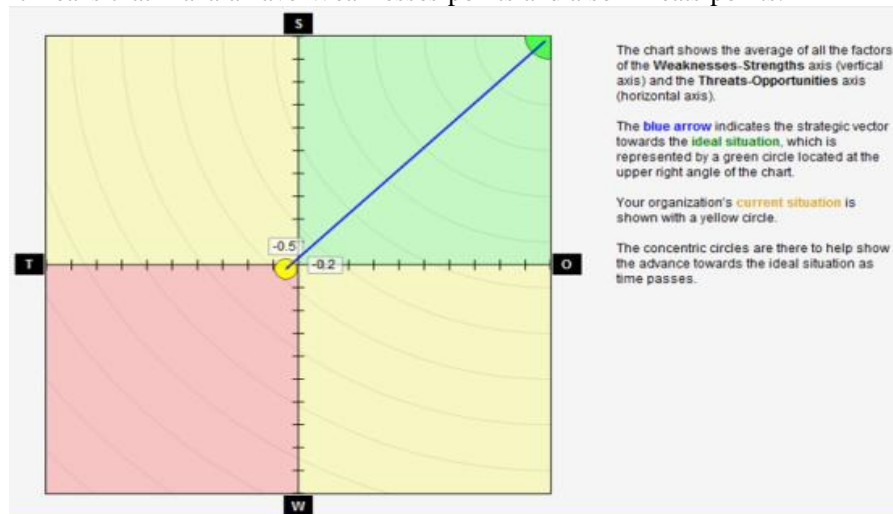


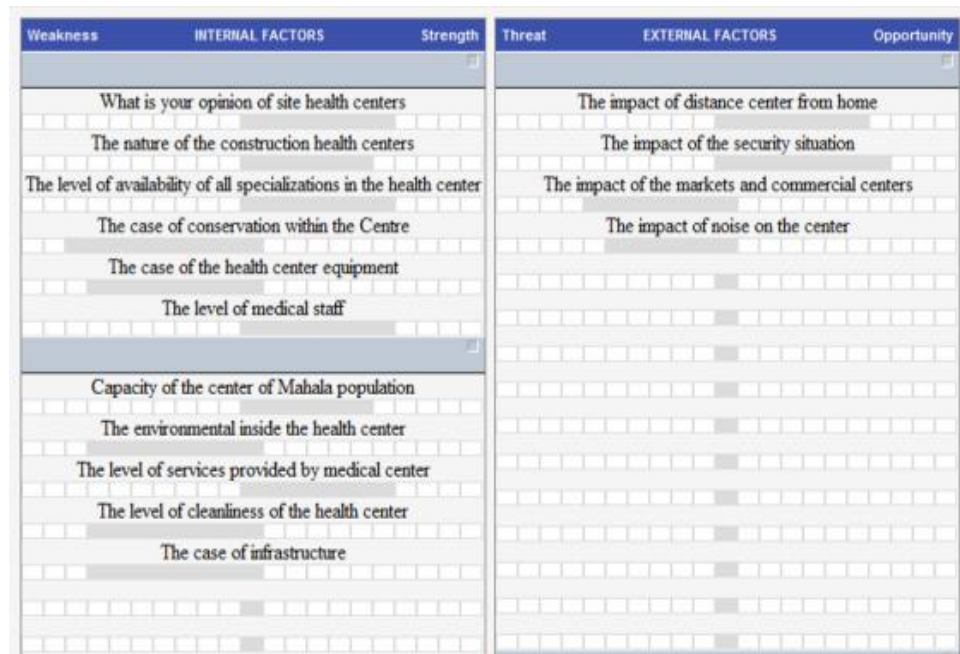
Figure (8) the current situation for Educational Services in Jameaa Mahala.

Jameaa Mahala/ Health Centers

The following table and figure show internal factors and external factors for Health Centers in Jameaa Mahala

**Table (5) Strengths, Weaknesses, Opportunities and Threats
for Health Centers in Jameaa Mahala**

No.	Criteria	Score Scale
	Criteria Strengths	
1	What is your opinion of site health centers	6
2	The nature of the construction health centers	5
3	The level of availability of all specializations in the health center	6
4	The level of medical staff	6
5	Capacity of the center of Mahala population	5
6	The level of services provided by medical center	6
	Criteria Weaknesses	
1	The case of conservation within the Centre	8
2	The case of the health center equipment	7
3	The environmental inside the health center	7
4	The level of cleanliness of the health center	7
5	The case of infrastructure	7
	Criteria Opportunities	
1	The impact of distance center from home	6
2	The impact of the security situation	7
	Criteria Threats	
1	The impact of the markets and commercial centers	6
2	The impact of noise on the center	5



The final results show in the figure below and this refer to current situation for Health Centers in Jameaa Mahala. It shows that the current situation is WO. It means that Mahala have Weakness points and also Opportunity points.

SWOT ANALYSIS AND GIS:

The figure below show the current situation for Educational Services in the two Mahala by using GIS program.

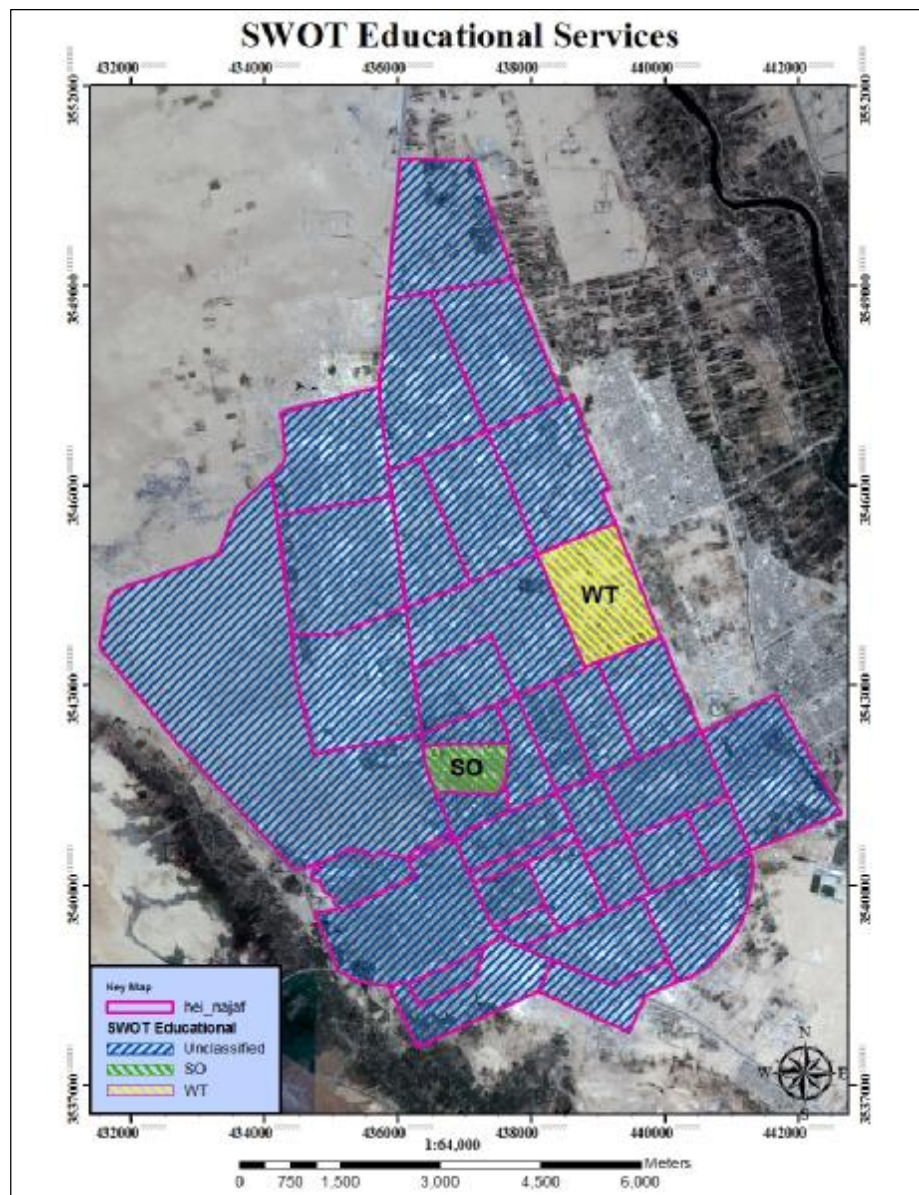


Figure (11) the current situation for Educational Services in two Mahala.

The figure below show the current situation for Health Centers in the two Mahala by using GIS program.

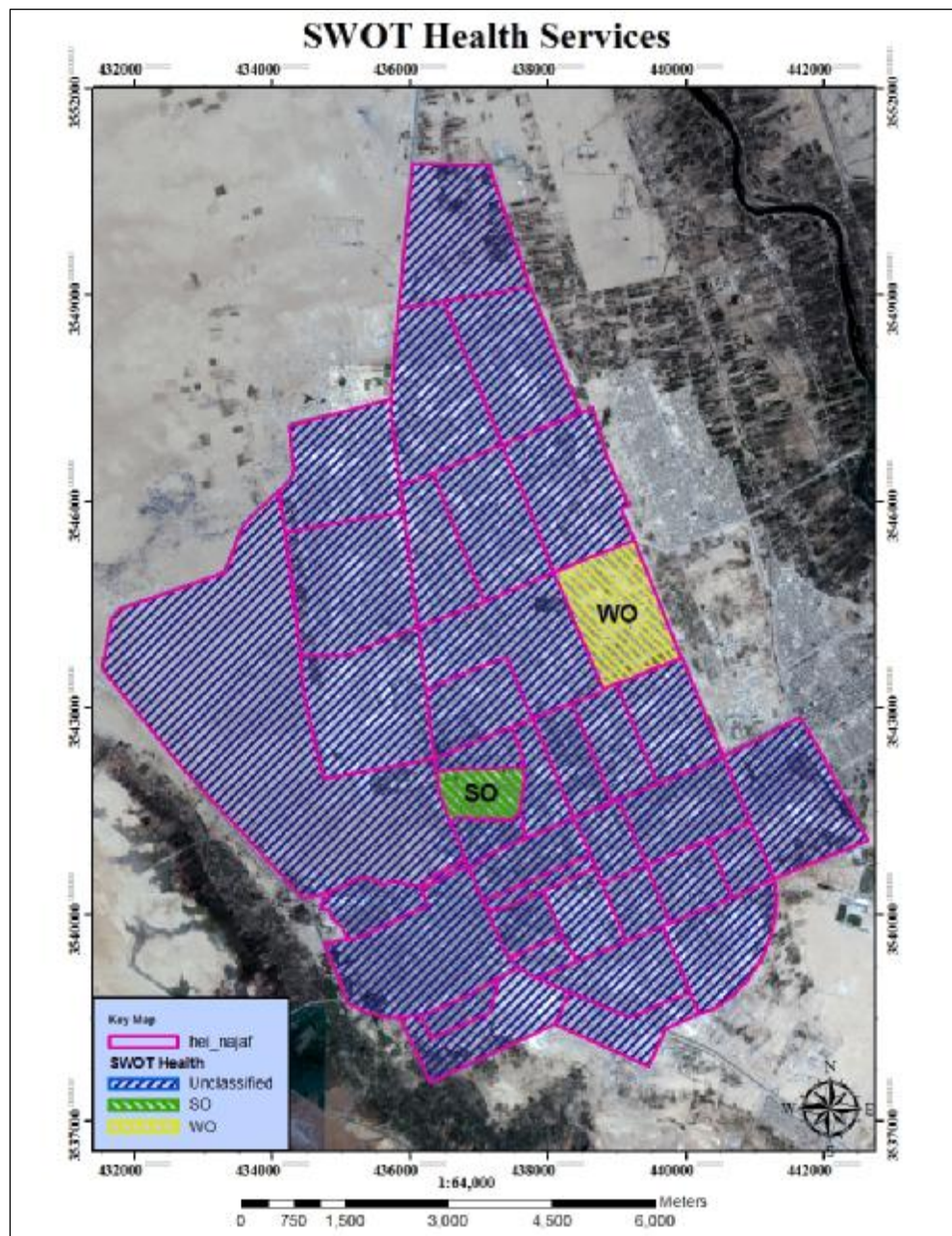


Figure (12) the current situation for Health Centers in two Mahala.

CONCLUSIONS

1. SWOT analysis minimizes affects of weaknesses for the problem city while maximizing strengths that found in the city.
2. SWOT analysis uses to evaluate a City, therefore; it is important use in urban planning.
3. SWOT analysis uses to reveal obstacles, capabilities, problems and aspects in the city.

REFERENCES

- [1] الكناني، صباح خلف جبر، (2007)، "استعمالات الارض الدينية واثرها في تطور الاستعمالات الحضرية لمدينة النجف الاشرف"، اطروحة دكتورا، كلية التربية ابن رشد، جامعة بغداد، العراق.
- [2].Humphrey, A. S., (2004), "SWOT analysis method and examples, with free SWOT template", USA.
- [3].Harfst, J., Peter Wirth, Gerd Lintz, Christoph Bieberstein, (2010), "Strengths, Weaknesses, Opportunities and Threats of European Mining Regions (SWOT Report I)", Leibniz Institute of Ecological and Regional Development, Dresden, Germany.
- [4].Hilmi, N., (2009), "SWOT Analysis to Applying Public Participation in Urban Development in Developing Countries (Case study: Damascus Metro)", Directorate of Urban Development and Planning, Ministry of Local Administration, Damascus, Syria.http://www.ehow.com/how_5702981_prepare-swot-analysis.html.