

## SWOT Analysis for Current Situation in Najaf Center

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Received on: 27/10/2011 & Accepted on: 2/2/2012

### ABSTRACT

This paper presents an analysis situation of 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 give for sample people. It found that the current situation for Najaf Center in ST. It means that the city have Strengths points and also Threats points.

**Keywords:** Najaf Center, SWOT Analysis, Current Situation

### تحليل عناصر القوة والضعف (SWOT) لواقع حال مركز النجف

#### الخلاصة

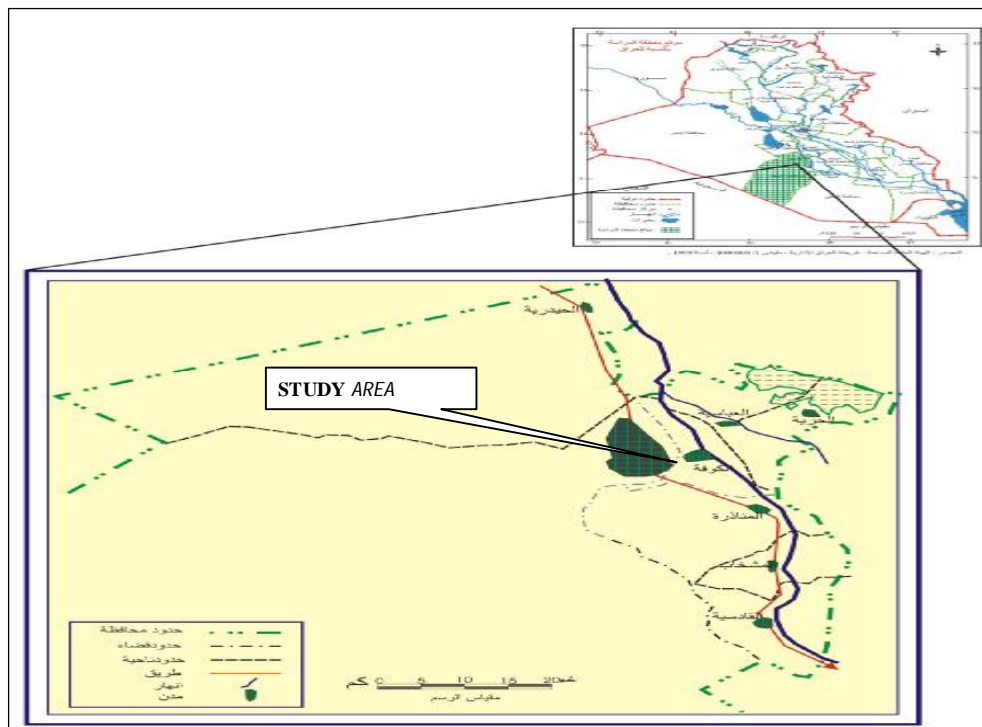
هذا البحث يقدم تحليل الوضع لمركز النجف. فهو يستخدم لتحديد العوامل الداخلية والتي تشمل الموارد والقدرات والعقبات (نقاط القوة والضعف) ، والعوامل الخارجية (الفرص والتهديدات). ان افضل أداة قوية مثل هذا التحليل هو القوة والضعف والفرص والتهديدات (SWOT)، فهو يساعد الكشف عن العقبات، وقدرات والمشاكل والخصائص للمدينة. تم انجاز هذا التحليل من خلال استخدام (استمارة الاستبيان) والتي اعطيت لعينة من السكان. تبين ان الوضع الحالي لمركز النجف هو (ST)، وهو ما يعني أن يكون المدينة تمتلك نقاط قوة وتهديدات ايضاً .

### 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. Najaf center is located approximately 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 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 Qadisnia	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			



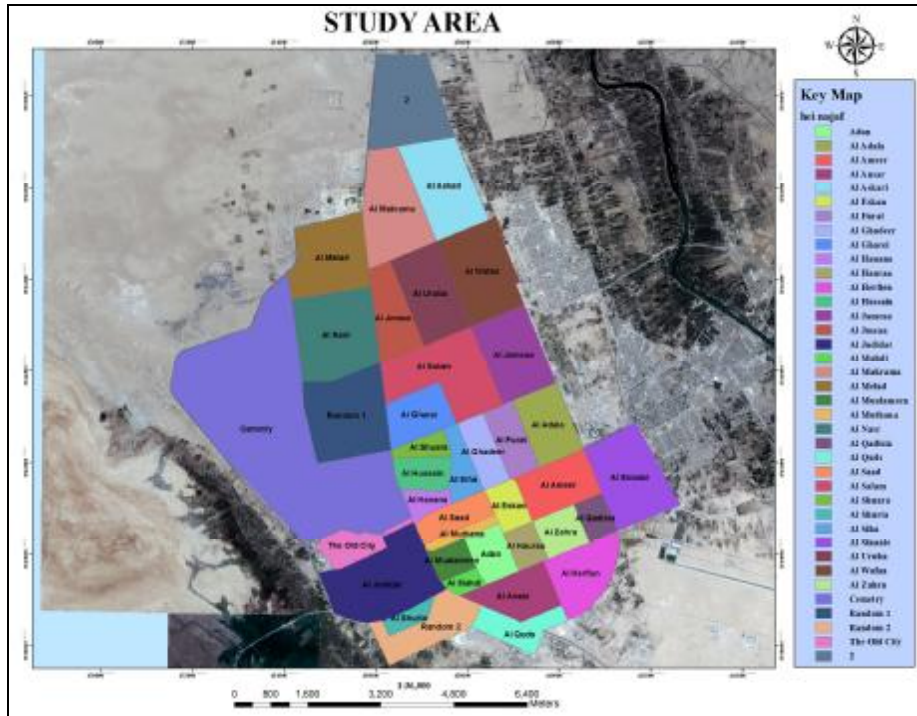


Figure (1) The Study Area.

**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) shows 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. [5] The threats are the future weakness, which if not treated adequately might constitute threats for development of the city in the future.

**EXPERIMENTAL Work/Using SWOT Analysis**

This technique uses to evaluate City as a whole (e.g. infrastructure, businesses, services, citizens, amenities, economy, politics, and other). It is used to identify and categorize significant internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors. [4] Strengths and Weaknesses are regarded distinctly as internal factors, as an internal environment, and the situation inside of the city that factors tend to be in the present; whereas Opportunities and Threats are regarded distinctly as external factors, as an external environment, and the situation outside of the city that factors tend to be in the future. [6] It helps

revealing obstacles, capabilities, problems and aspects in the city. It uses to evaluate Najaf Center. It achieves by (Questionnaire) and the results show in below.

**Strengths**

The role of Najaf stem from its importance as a religious, and that the shrine of Imam Ali has made Najaf one of the major centers in Muslim world and the wild cemetery (Cemetery of Dar al Salaam), which is one of the biggest cemeteries in the world. These are the same two effects senior exceed range of any other city that have the same size, therefore, the effect of Najaf extends to outside of the limits of its exclusive economic, geographic, and extends even beyond Iraq. [7] The strength section, examines the city internal processes, capabilities and amenities. The city has several strengths; these have been outline in table following and it show in figure (3):

**Table (2) Strengths points in Najaf Center.**

No.	Criteria Strengths	Score Scale
<b>1</b>	<b>Site and regional linkages</b>	
	Site city of government	7
	Site Imam Ali shrine and Dar al Salaam Cemetery	9
<b>2</b>	<b>Religious activity, heritage and historical areas</b>	
	Religious importance to the city	8
	Importance of Imam Ali shrine and Dar al Salaam Cemetery	8
<b>3</b>	<b>Security situation</b>	
	Impact security situation on the City	5
<b>4</b>	<b>Trade, economy and agriculture</b>	
	Level availability of market	6
<b>5</b>	<b>Services and infrastructures</b>	
	Nature services provided to the City	6
<b>6</b>	<b>Employment sector</b>	
	Diversity of employment sector	8
	Case retail trade	7
<b>7</b>	<b>Tourism</b>	
	Impact tourism on the city	8

**Weaknesses**

The (W) stands for weaknesses in SWOT Analysis. Determine the weaknesses of the city. [5] Therefore, weaknesses are the counterpoints to strengths. Despite the importance of religious which save a lot of strengths, but there are also a lot of weakness which has its impact on the environment of the city and the city itself. It detail in the table following and it show in figure (3):

Table (3) Weaknesses points in Najaf Center.

No.	Criteria Weaknesses	Score Scale
<b>1</b>	<b>Religious activity, heritage and historical areas</b>	
	Impact state of awareness on heritage protection and maintenance	7
<b>2</b>	<b>Security situation</b>	
	Impact security situation on the rent cost	6
<b>3</b>	<b>Trade, economy and agriculture</b>	
	Case land suitable for cultivation	6
	Appearance of street vendors and retail trade	8
<b>4</b>	<b>Services and infrastructures</b>	
	Level of infrastructure	6
	Case availability of government buildings of City	5
<b>5</b>	<b>Population</b>	
	Nature of population growth for City	6
	Impact random migration and state of non-controlled growth	7
<b>6</b>	<b>Tourism</b>	
	State infrastructure in tourism area for City	7
<b>7</b>	<b>Roads</b>	
	Level connection of internal roads for City	7

Strengths	Weight	Weaknesses	Weight
Solidity of government	7	Appearance of street vendors and retail trade	8
Site Inzan Ali shrine and Dar al Salaam Cemetery	9	Impact state of awareness on heritage protection and maintenance	7
Religious importance to the city	8	Impact security situation on the rent cost	6
Importance of Inzan Ali shrine and Dar al Salaam Cemetery	0	Case land suitable for cultivation	6
Level availability of market	6	Level of infrastructure	6
Nature services provided to the City	6	Nature of population growth for City	6
Impact security situation on the City	5	Case availability of government buildings of City	5
Diversity of employment sector	8	Impact random migration and state of non-controlled growth	7
Impact tourism on the city	0	State infrastructure in tourism area for City	7
Case retail trade	7	Level connection of internal roads for City	7
<b>Total</b>	<b>72</b>	<b>Total</b>	<b>65</b>

Figure (3) show both Strengths and Weaknesses points in Najaf Center Opportunities

The (O) stands for Opportunities in SWOT Analysis. When determine opportunities, means to look for potential enhancements. [5] The city has several aspects that are potential opportunities for the city. The main opportunities in the city are arrange in the following table and it show in figure (4):

**Table (4) Opportunities points in Najaf Center**

No.	Criteria Opportunities	Score Scale
<b>1</b>	<b>Site and regional linkages</b>	
	Site for the city of governorates	8
<b>2</b>	<b>Trade, economy and agriculture</b>	
	Impact of visits and special events to work and shopping	7
	Nature of the prices trade and the economy compared to the surrounding areas	6
	Case availability of the rare agricultural products	5
	Nature of the prices of agricultural products compared to the surrounding areas	5
<b>3</b>	<b>Employment sector</b>	
	The nature and existence of artisans and industrialists in the surrounding areas	6
	level Population-workers	7
<b>4</b>	<b>Tourism</b>	
	Impact of foreign tourism	7
	Religious influence on tourism	8
<b>5</b>	<b>Roads</b>	
	Flexibility connection of external roads for the city with the internal roads	7

**Threats**

The (T) stands for Threats in SWOT Analysis. Some potential threats can be determined. [5] The threats are the future weakness, which if not treat adequately might constitute threats for development of the city in the future. It detail out in the table following and it show in figure (4):

**Table (5) Threats points in Najaf Center.**

No.	Criteria Threats	Score Scale
<b>1</b>	<b>Religious activity, heritage and historical areas</b>	
	Maintenance and updating of heritage areas	6
	The case of neglecting the areas heritage	8
<b>2</b>	<b>Security situation</b>	
	The impact of the security situation of the regions and governorates surrounding	5
	The impact of the security situation on the foreign tourism	8
	The impact of the security situation on the external trade	8
<b>3</b>	<b>Trade, economy and agriculture</b>	
	Impact of the presence of irregular markets	6
	Impact retail trade on the environment of the city	7
	Impact of urbanization of agricultural areas	7
<b>4</b>	<b>Services and infrastructures</b>	

	Case availability of services and infrastructures in the regions and governorates surrounding	7
<b>5</b>	<b>Population</b>	
	Impact of population on the infrastructure	8

Opportunities		Weight	Threats		Weight
Site for the city of governorates		0	Maintenance and updating of heritage areas		6
Impact of visits and special events to work and shopping		7	The case of neglecting the areas heritage		8
Nature of the prices trade and the economy compared to the surrounding areas		6	The impact of the security situation of the regions and governorates surrounding		6
The nature and existence of artisans and industrialists in the surrounding areas		6	The impact of the security situation on the foreign tourism		0
Population-level workers		f	Impact retail trade on the environment of the city		7
Religious influence on tourism		0	The impact of the security situation on the external trade		6
Case availability of the rare agricultural products		5	Impact of the presence of irregular markets		6
Nature of the prices of agricultural products compared to the surrounding areas		5	Impact of population on the infrastructure		8
Impact of foreign tourism		f	Impact of urbanization of agricultural areas		7
Flexibility connection of external roads for the city with the internal roads		f	Case availability of services and infrastructures in the regions and governorates surrounding		f
Total		60	Total		60

Figure (4) shows both Opportunities and Threats points in Najaf Center.

The final results show in the figure below and this refer to current situation of Najaf City. It shows that the current situation for Najaf City in ST. It means that the city have Strengths and Threats points.

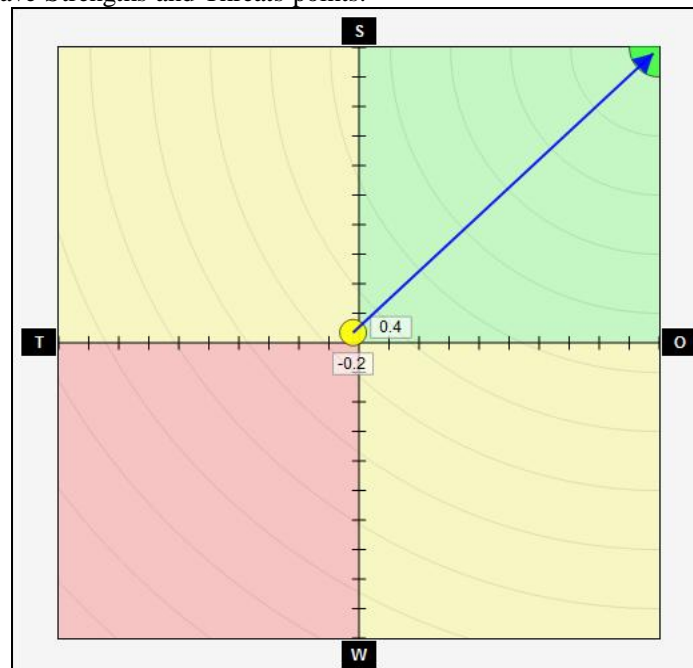


Figure (5) shows the current situation for Najaf Center.



### 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 City as a whole, therefore; it is important use in urban planning.
3. SWOT analysis uses to reveal obstacles, capabilities, problems and aspects in the city.
4. SWOT analysis uses to evaluate Najaf Center and found that the current situation for Najaf Center in WT. It means that the city have Weaknesses points and also Threats points.

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**Questionnaire Form Design:**

Questionnaire form design that used in the research showing below.

**Model Questionnaire used in the Study Field**  
**University of Technology**  
**Building and Construction Engineering Department**



**Subject / Questionnaire**

**Brother / Sister respected...**

This form is designed specifically for the project Master, it for the purposes of scientific research only, that your cooperation with us guide your concern to develop the city, by your answer that increase the power of the search, please fill them faithfully and sincerely, please answer the paragraphs in the space, in front of each paragraph and the answer will be mark **P** inside check box.

**Thankful for your Cooperation**

**I: The information relating to the site and regional linkages in your city (Najaf Center)**

No.	Questions concerning	Very bad	bad	Good	Very good
1	Site for the city of government				
2	Site of the tomb Imam Ali and Cemetery Dar al Salaam				
3	Site for the city of governorates				

**II: The information relating to religious activity, heritage and historical areas in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	Religious importance to the city				
2	The importance of the Imam Ali shrine and Cemetery Dar al Salaam				
3	Impact of the state of awareness on the protection and maintenance of heritage				
4	Maintenance and updating of heritage areas				
5	The case of neglecting the areas heritage				

**III: The information relating to security situation in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	The impact of the security situation on the city				
2	The impact of the security situation on the cost of rent				
3	The impact of the security situation of the regions and governorates surrounding				
4	The impact of the security situation on the foreign tourism				
5	The impact of the security situation on the external trade				

**IV: The information relating to trade, economy and agriculture in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	The level of availability market				
2	The case of land suitable for cultivation				
3	Appearance of the street vendors and retail trade				
4	Marketing of agricultural products				
5	Agricultural scientific cadres				
6	Impact of visits and special events to work and shopping				
7	Nature of the prices trade and the economy compared to the surrounding areas				
8	Impact of the presence of irregular markets				
9	Impact retail trade on the environment of the city				
10	Case availability of the rare agricultural products				
11	Nature of the prices of agricultural products compared to the surrounding areas				
12	Impact of urbanization of agricultural areas				

**V: The information relating to services and infrastructures in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	Nature of the services provided to the City				
2	Level of infrastructure				
3	Case availability of government buildings of the city				
4	Case availability of services and infrastructures in the regions and governorates surrounding				

**VI: The information relating to employment sector in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	Diversity of the employment sector				
2	Impact of the presence of artisans and industrialists in the city				
3	Case retail trade				
4	Level of cadres specialized in trade				
5	The nature and existence of artisans and industrialists in the surrounding areas				
6	Population-level workers				

**VII: The information relating to population in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	Nature of population growth for the city				
2	Impact of random migration and the state of non-controlled growth				
3	Impact of the relocation of the city				
4	Impact of population on the infrastructure				

**VIII: The information relating to tourism in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	Impact of tourism on the city				
2	State of the infrastructure for the city				
3	Impact of foreign tourism				
4	Religious influence on tourism				

**IX: The information relating to roads in your city**

No.	Questions concerning	Very bad	bad	Good	Very good
1	Level connection of internal roads for the city				
2	Impact of population on road congestion				
3	Flexibility connection of external roads for the city with the internal roads				



نموذج استمارة الاستبيان المستخدمة في الدراسة الميدانية  
الجامعة التكنولوجية  
قسم هندسة البناء والانشاءات

### م/استمارة الاستبيان

اخي /اختي المحترم.....

ان هذه الاستمارة صممت خصيصا لمشروع رسالة ماجستير وهي لاغرض البحث العلمي فقط، ان تعاونكم معنا دليل حرصكم على تطوير المدينة، من خلال اجابتم التي تزيد من رصانة البحث، فأرجو ملاحظتها بامانة وصدق، يرجى الاجابة على الفقرات في المكان المخصص، امام كل فقرة وتكون الاجابة بوضع علامة P داخل مربع الاختيار.  
شاكرين تعاونكم.....

### اولا: المعلومات المتعلقة بالموقع والترابط الاقليمي في مدينتك (مدينة مركز النجف)

ت	الاسئلة المتعلقة	ردي جدا	ردي	جيد	جيد جدا
1	موقع المدينة بالنسبة للمحافظة				
2	موقع ضريح الامام علي ومقبرة دار السلام				
3	موقع المدينة بالنسبة للمحافظات				

### ثانيا: المعلومات المتعلقة بالنشاط الديني والتراث والمناطق التاريخية في مدينتك

ت	الاسئلة المتعلقة	ردي جدا	ردي	جيد	جيد جدا
1	الاهمية الدينية للمدينة				
2	اهمية ضريح الامام علي ومقبرة دار السلام				
3	تأثير حالة الوعي على حماية وصيانة التراث				
4	صيانة وتحديث المناطق التراثية				
5	حالة اهمال المناطق التراثية				

### ثالثا: المعلومات المتعلقة بالظرف الامني في مدينتك

ت	الاسئلة المتعلقة	ردي جدا	ردي	جيد	جيد جدا
1	تأثير الظرف الامني على المدينة				
2	تأثير الظرف الامني على كلفة الايجار				
3	تأثير الظرف الامني الخاصة بالمناطق والمحافظات المحيطة				
4	تأثير الظرف الامني على السياحة الخارجية				
5	تأثير الظرف الامني على التجارة الخارجية				

## رابعاً: المعلومات المتعلقة بالتجارة والاقتصاد والزراعة في مدينتك

ت	الاسئلة المتعلقة	ردئ جدا	ردئ	جيد	جيد جدا
1	مستوى توفر الاسواق				
2	حالة الاراضي الصالحة للزراعة				
3	مظهر الباعة المتجولين وتجارة التجزئة				
4	تسويق المنتجات الزراعية				
5	الكوادر العلمية الزراعية				
6	تأثير الزيارات والمناسبات الخاصة على العمل والتسوق				
7	طبيعة اسعار التجارة والاقتصاد مقارنة بالمناطق المحيطة				
8	تأثير وجود الاسواق اللانظامية				
9	تأثير تجارة التجزئة على بيئة المدينة				
10	حالة توفر المنتجات الزراعية النادرة				
11	طبيعة اسعار المنتجات الزراعية مقارنة بالمناطق المحيطة				
12	تأثير تحضر المناطق الزراعية				

## خامساً: المعلومات المتعلقة بالخدمات والبنى التحتية في مدينتك

ت	الاسئلة المتعلقة	ردئ جدا	ردئ	جيد	جيد جدا
1	طبيعة الخدمات المقدمة للمدينة				
2	مستوى البنى التحتية				
3	حالة توفر المباني الحكومية للمدينة				
4	حالة توفر الخدمات والبنى التحتية في المناطق والمحافظات المحيطة				

## سادساً: المعلومات المتعلقة بقطاع العمل في مدينتك

ت	الاسئلة المتعلقة	ردئ جدا	ردئ	جيد	جيد جدا
1	تنوع قطاع العمل				
2	تأثير وجود الحرفيين والصناعيين بالمدينة				
3	حالة تجارة التجزئة				
4	مستوى الكوادر المتخصصة في التجارة				
5	طبيعة وجود الحرفيين والصناعيين في المناطق المجاورة				
6	مستوى السكان العاملون				

## سابعاً: المعلومات المتعلقة بالسكان في مدينتك

ت	الاسئلة المتعلقة	ردئ جدا	ردئ	جيد	جيد جدا
1	طبيعة النمو السكاني للمدينة				
2	تأثير الهجرة العشوائية وحالة النمو اللامسيطر عليها				
3	تأثير حالة التهجير على المدينة				
4	تأثير السكان على البنية التحتية				

## ثامناً: المعلومات المتعلقة بالسياحة في مدينتك

ت	الاسئلة المتعلقة	ردئ جدا	ردئ	جيد	جيد جدا
1	تأثير السياحة على المدينة				
2	حالة البنى التحتية للمدينة				
3	تأثير السياحة الخارجية				
4	التأثير الديني على السياحة				

## تاسعاً: المعلومات المتعلقة بالطرق في مدينتك

ت	الاسئلة المتعلقة	ردئ جدا	ردئ	جيد	جيد جدا
1	مستوى اتصال الطرق الداخلية للمدينة				
2	تأثير السكان على ازدحام الطرق				
3	مرونة اتصال الطرق الخارجية للمدينة مع الطرق الداخلية				