
THE WATER TREATMENT PLANT IN ŽELIVKA – SWOT ANALYSIS OF RECONSTRUCTION AND MODERNIZATION

TUSIL, P.

TGM Water Research Institute, p. r. i., Ostrava branch

Keywords: SWOT analysis – drinking water treatment plant – granular activated carbon – modernization – reconstruction

SWOT Analysis is a technique used to identify Strengths, Weaknesses, Opportunities and Threats related to a certain project, type of business, business plan, strategic investment, policy (meant as a measure), etc. This method of analysis is predominantly applied in marketing, but also in policy analysis and development. It enables organisations to evaluate their overall performance from all angles and to find challenges or new opportunities for growth. Furthermore, it is a part of company's strategic (long-term) planning. SWOT analysis has been performed with the aim to evaluate proposed and defined options of technical solution of Želivka drinking water treatment plant reconstruction and concurrently to create a relevant basis for the following decisions to be made by statutory body members, both of Úpravna vody Želivka, a. s., as an owner and Želivská provozní, a. s., as an operator, during their negotiations on an investment and operation strategy for the next 10–15 years. In our case, SWOT analysis has been used in decision-making process for selecting the most appropriate option of reconstruction of raw water treatment technological line at Želivka drinking water treatment plant. As a result of SWOT analysis, all individual options have been assessed for their suitability to be used as the best solution of the granular activated carbon absorption line to be implemented and integrated into drinking water production technology at Želivka drinking water treatment plant.