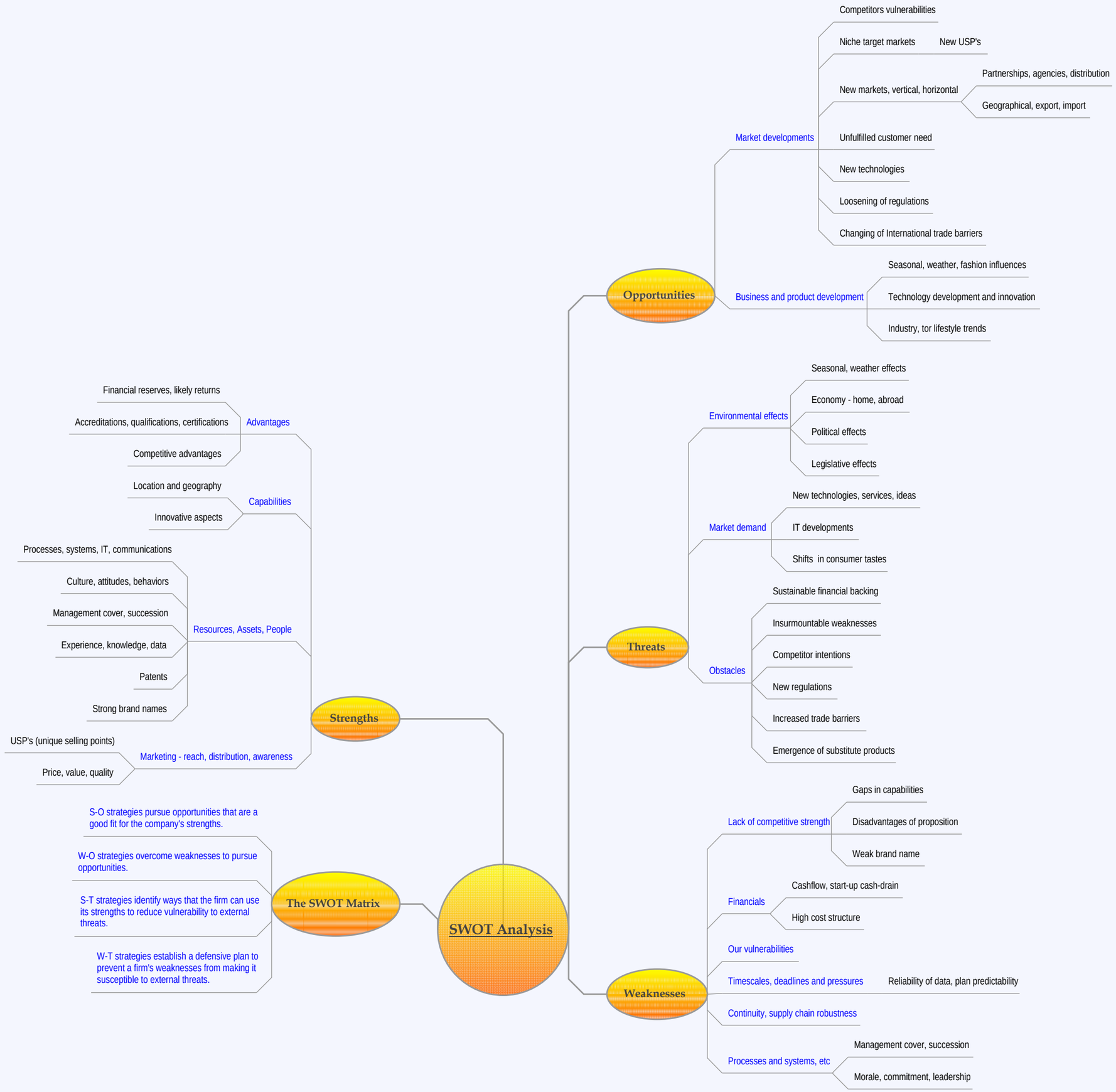
SWOT Analysis
Strengths
Advantages
Financial reserves, likely returns
Accreditations, qualifications, certifications
Competitive advantages
Capabilities
Location and geography
Innovative aspects
Resources, Assets, People
Processes, systems, IT, communications
Culture, attitudes, behaviors
Management cover, succession
Experience, knowledge, data
Patents
Strong brand names
Marketing - reach, distribution, awareness
USP's (unique selling points)
Price, value, quality
Weaknesses
Lack of competitive strength
Gaps in capabilities
Disadvantages of proposition
Weak brand name
Financials
Cashflow, start-up cash-drain
High cost structure
Our vulnerabilities
Timescales, deadlines and pressures
Reliability of data, plan predictability
Continuity, supply chain robustness
Processes and systems, etc
Management cover, succession
Morale, commitment, leadership
Opportunities
Market developments
Competitors vulnerabilities
Niche target markets
New USP's
New markets, vertical, horizontal
Partnerships, agencies, distribution
Geographical, export, import
Unfulfilled customer need
New technologies
Loosening of regulations
Changing of International trade barriers
Business and product development
Seasonal, weather, fashion influences
Technology development and innovation
Industry, tor lifestyle trends
Threats
Environmental effects
Seasonal, weather effects
Economy - home, abroad
Political effects
Legislative effects
Market demand
New technologies, services, ideas
IT developments
Shifts in consumer tastes
Obstacles
Sustainable financial backing
Insurmountable weaknesses
Competitor intentions
New regulations
Increased trade barriers
Emergence of substitute products
The SWOT Matrix
S-O strategies pursue opportunities that are a good fit for the company's strengths.
W-O strategies overcome weaknesses to pursue opportunities.
S-T strategies identify ways that the firm can use its strengths to reduce vulnerability to external threats.
W-T strategies establish a defensive plan to prevent a firm's weaknesses from making it susceptible to external threats.