

# SWOT Analysis

		Positive	Negative
Internal		Strengths	Weaknesses
		<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>Financial reserves, likely returns</li> <li>Accreditations, qualifications, certifications</li> <li>Competitive advantages</li> </ul> <p><b>Capabilities</b></p> <ul style="list-style-type: none"> <li>Location and geography</li> <li>Innovative aspects</li> </ul> <p><b>Resources, Assets, People</b></p> <ul style="list-style-type: none"> <li>Processes, systems, IT, communications</li> <li>Culture, attitudes, behaviors</li> <li>Management cover, succession</li> <li>Experience, knowledge, data</li> <li>Patents</li> <li>Strong brand names</li> </ul> <p><b>Marketing</b> - reach, distribution, awareness</p> <ul style="list-style-type: none"> <li>USP's (unique selling points)</li> <li>Price, value, quality</li> </ul>	<p><b>Lack of competitive strength</b></p> <ul style="list-style-type: none"> <li>Gaps in capabilities</li> <li>Disadvantages of proposition</li> <li>Weak brand name</li> </ul> <p><b>Financials</b></p> <ul style="list-style-type: none"> <li>Cash flow, startup cash-drain</li> <li>High cost structure</li> </ul> <p><b>Our vulnerabilities</b></p> <ul style="list-style-type: none"> <li>Timescales, deadlines and pressures</li> <li>Reliability of data, plan predictability</li> <li>Continuity, supply chain robustness</li> <li>Processes and systems, etc</li> <li>Management cover, succession</li> <li>Morale, commitment, leadership</li> </ul>
External		Opportunities	Threats
		<p><b>Market developments</b></p> <ul style="list-style-type: none"> <li>Competitors' vulnerabilities</li> <li>Niche target markets</li> <li>New USP's</li> <li>New markets, vertical, horizontal</li> <li>Partnerships, agencies, distribution</li> <li>Geographical, export, import</li> </ul> <p><b>Unfulfilled customer need</b></p> <ul style="list-style-type: none"> <li>New technologies</li> <li>Loosening of regulations</li> <li>Changing of International trade barriers</li> </ul> <p><b>Business and product development</b></p> <ul style="list-style-type: none"> <li>Seasonal, weather, fashion influences</li> <li>Technology development and innovation</li> <li>Industry, for lifestyle trends</li> </ul>	<p><b>Environmental effects</b></p> <ul style="list-style-type: none"> <li>Seasonal, weather effects</li> <li>Economy - home, abroad</li> <li>Political effects</li> <li>Legislative effects</li> </ul> <p><b>Market demand</b></p> <ul style="list-style-type: none"> <li>New technologies, services, ideas</li> <li>IT developments</li> <li>Shifts in consumer tastes</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>Sustainable financial backing</li> <li>Insurmountable weaknesses</li> <li>Competitor intentions</li> <li>New regulations</li> <li>Increased trade barriers</li> <li>Emergence of substitute products</li> </ul>