

Internal

Positive

Strength

- Infrastructure in place
- Location is highly suitable
- Very focused management/staff
- Well-rounded and managed business

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Weakness

- Focus may be too narrow
- Lack of awareness amongst prospective customers
- Absence of strong sales/marketing expertise

Negative

Opportunity

- Market segment is poised for rapid growth
- New markets offer great potential
- Potential to diversify into related market segments

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Threat

- Economic slowdown could reduce demand
- Market may become price sensitive
- Major player may enter targeted market segment

External