

1. SITUATION ANALYSIS

Burnell Connor May Architects

Strengths

BCM currently have plenty of opportunity for expansion, as they have not yet delved into use of different forms of advertising to get their name and product out to the public. They are also willing to keep an open mind on how their new corporate image may look and with a generous budget available more room to work on a new advertising campaign is viable.

Weaknesses

In such a competitive industry, BCM have failed to use media types to promote their name in the architectural trade, which is giving competitors an advantage over them. They have also not had a strong brand image up until now which has not given clients and potential clients the opportunity to see BCM as a professional firm. This also gives competitors a stronger image in the market place.

Opportunities

By branding themselves as a company that offers growth for small clients, BCM have the opportunity to take a large proportion of the architectural market just by this branding image alone. They also have the advantage of working on the assumption that other firms are not targeting regions such as the Gold and Sunshine Coast and therefore this will highlight the "we care about all" approach that BCM will be taking.

Threats

BCM's "helping smaller projects grow" approach may single out potentially larger projects that can earn revenue for BCM should someone with a large project choose them for the job. There is also the possibility that another firm may latch on to the same brand idea in the same sales regions or an already highly regarded firm may decide to tackle the Gold Coast and Sunshine Coast regions which can affect BCM's brand identity.