SWOT Analysis: Shall we chase the government contract?

Strengths:

- We have a creative team with an impressive list of technical skills
- We are well versed in the business side of the project, out team includes former executives and business consultants
- We have sufficient financial resources necessary to participate in such projects

Weaknesses

- Our human resources are already strained out over existing projects
- Geographically our office is far removed from the potential customer headquarters
- We are not politically connected
- Our top people are not built for long, dull and repetitive tasks

Opportunities

- This government contract can bring a significant revenue increase
- Once we are in the system, we can get more government orders
- Listing this project in our portfolio would boost our image with government and public organizations

Threats

- We can lose our old customers by diverting our resources to the new project
- Travel costs could be prohibitively high and in the long run can seriously undermine revenue increase
- Bidding process could be a serious drag on our financial and human resources