

Internal

Strengths

- ✓ Your specialist marketing expertise.
- ✓ A new, innovative product or service.
- ✓ Location of your business.
- ✓ Quality processes and procedures.
- ✓ Any other aspect of your business that adds value to your product or service.

Weaknesses

- ✓ Lack of marketing expertise.
- ✓ Undifferentiated products or services (i.e. in relation to your competitors).
- ✓ Location of your business.
- ✓ Poor quality goods or services.
- ✓ Damaged reputation.

External

Opportunities

- ✓ A developing market such as the Internet.
- ✓ Mergers, joint ventures or strategic alliances.
- ✓ Moving into new market segments that offer improved profits.
- ✓ A new international market.
- ✓ A market vacated by an ineffective competitor.

Threats

- ✓ A new competitor in your home market.
- ✓ Price wars with competitors.
- ✓ A competitor has a new, innovative product or service.
- ✓ Competitors have superior access to channels of distribution.
- ✓ Taxation is introduced on your product or service.