

SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities and Threats and is a useful analysis tool, which assesses business ideas and potentials and helps in preparing or changing business plans, helps in problem solving and decision making or making the employees realize the need for change (Fine, 2009). Strengths and Weaknesses relate to the internal environment, which includes assessing company's best assets and products and also analyze the areas where they lack effectiveness. Opportunities and threats relate to the external environment, which the business can take advantage of and also address challenges, which it brings to the business.

Strengths

- Foodland has strong market presence of about 80 to 85% in South Australia (Foodland, 2014)
- Foodland has range of products, which are procured from local suppliers thus it provides and encourages people to consume the products grown and produced locally
- Foodland supports the other clubs, charities and the Cancer Council, thus fulfilling its corporate social responsibility (Foodland, 2014)
- It still provides certain products, which have been discontinued in the big supermarkets providing more choices for the customers (Foodland, 2014)

Weaknesses

- Foodland is an independent supermarket group, which has gained significance only in South Australia and together with other independent supermarket companies has only 20% of the market share across Australia (Foodland, 2014)
- Foodland has wide range of choices but is limited to only local produce whereas Woolworths, Coles, Costco and ALDI provide range of international food supplies as well, which is preferred by the changed demographics, which includes several immigrants from various parts of the world (Tonkin, 2014)
- Foodland depends on fixed set of suppliers and producers, which makes the company dependent only on few suppliers

Opportunities

- Foodland is well-established and has good market share in South Australia, which it can further capitalize on by using effective strategies

- Foodland provides all the local products, which are not available in other national supermarkets, which can continue to attract the customers and provide an opportunity to spread its business in other parts of the country

Threats

- Foodland has increased threat from all the national and international supermarket companies
- Foodland depends on few local producers, which might act as a threat in case the suppliers or producers are not able to supply the required quantity in time

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