

SWOT Analysis

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats. These words make up the SWOT acronym. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy.

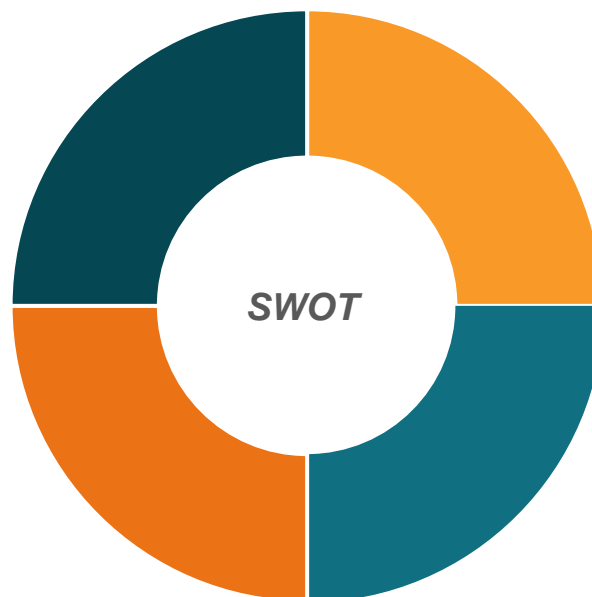
- **Strengths** – What strengths does the company have now and how will these strengths evolve moving forward?
- **Weaknesses** – What are the deficiencies in the services? Which areas of the business should be improved first?
- **Opportunities** – How can the business leverage partnerships and new innovations to grow the business? Which other segments of the industry would the company consider entering in future?
- **Threats** – Are there external factors (controllable and uncontrollable) that could potentially stifle cash flow or business growth?

STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand