

Title: SWOT Analysis

Strengths ¹	Weaknesses ²
<ul style="list-style-type: none"> • Proven reputation in the market • Competent, and experienced staff - they know their job very well • Motivated professionals - they are dedicated to vision and mission • Extensive market knowledge of services and 'sector best practices' 	<ul style="list-style-type: none"> • Lack of preparation to manage the stress of our work • Unable to help identify staff their hidden strengths
Opportunities ³	Threats ⁴
<ul style="list-style-type: none"> • More efficient and effective management systems • Expand business beyond local market • Leadership training at manager level • Promote teamwork so that they are fully involved and feel 'part of the team' • Help identify staff their hidden strengths • Develop new products and services 	<ul style="list-style-type: none"> • Overwhelming competition • Availability of competent staff • Difficulty in competing due to malpractices by others

¹ Factor to consider while looking for strengths: advantages of proposition, capabilities, competitive advantages, unique selling points, resources/assets/human, experience/knowledge/data, financial reserves, likely returns, marketing/reach/ distribution/awareness, innovative aspects, location/geography, price/value/quality, accreditations/qualifications/certifications, processes/systems/IT/communications, cultural/attitudinal/behavioral, management cover/succession, philosophy and values.

² Factors to consider while looking for weaknesses: disadvantages of proposition, gaps in capabilities, lack of competitive strength, reputation, presence and reach, financials, own known vulnerabilities, timescales/deadlines and pressures, cash flow/start-up cash-drain, continuity/supply chain robustness, effects on core activities/distraction, reliability of data/plan predictability, morale/commitment/leadership, accreditations, processes and systems, management cover/succession.

³ Factors to consider while looking for opportunities: market developments, competitors' vulnerabilities, industry or lifestyle trends, technology development and innovation, global influences, new markets (vertical, horizontal), niche target markets, geographical (export/import), new unique selling points, tactics e.g. surprise, major contracts, business development, product development, information and research, partnerships; agencies and distribution, volumes;_production; and economies, seasonal; weather; fashion influences.

⁴ Factors to consider while looking for threats: political stability, legislation, environmental effects, IT developments, competitor intentions, market demand, new technologies/services/ideas, vital contracts and partners, sustaining internal capabilities, obstacles faced, insurmountable weaknesses, loss of key staff, sustainable financial backing, economy (home, abroad), seasonality/weather effects.