

SWOT Analysis

Internal

Strengths:

- Large market potentials
- Market leader: already have/obtained a large market shares
- Well-established brand and corporate image: being socially responsible, health conscious, environmental friendly products
- Strong financial strength
- Human resources (abundant supply of competent staff or skilled labour)
- Innovative products (possess the known-how, technology), the only product available in the market
- Lots of loyal customers (well-established clientele/customers' base)
- Good store location (close to target market, market easily accessible)
- Excellent relationship with supplier (stable supply of quality raw materials)
- Company's webpage
- Any other aspect of your business that adds value to your product or service

Weakness:

- Lack of competent staff or skilled labour (high training costs)
- Poor leader (lack of expertise) in the company
- Remote areas
- Weak or damaged brand name
- Poor quality goods or services

External

Opportunities

- Favorable customer's preference over the products/services (unfulfilled customers' needs)
- Product differentiation (product being different than its competitors)
- No similar products, better quality/design, better price, more choices
- Large market potentials
- A developing market such as the internet
- Technology driven market:
- Mergers, joint ventures or strategic alliances
- Moving into new market segments that offer improved profits
- A new international market
- A market vacated (existed) by an ineffective competitor

Threats:

- Lots of competitors already exist in the market
- High operating costs: rent, labour, raw materials (e.g. imported food, ingredients from overseas may affect its costs if the exchange rate increase)
- Unstable political environment
- Price wars with competitors (will lose profits)
- A competitor has a new, innovative product or service
- Competitors have superior access to channels of distribution (more accessible to the target)