



### STRENGTHS

- Advantages of proposition?
- Competitive advantages?
- USP's (unique selling points)?
- Resources, Assets, People?
- Experience, knowledge, data?
- Financial reserves, likely returns?
- Marketing - reach, distribution, awareness?
- Innovative aspects?
- Location and geographical?
- Price, value, quality?
- Accreditations, qualifications, certifications?
- USP's (unique selling points)?
- Processes, systems, IT, communications?
- Cultural, attitudinal, behavioural?
- Management cover, succession?
- Philosophy and values??

### STRENGTHS

- ✓ *QUALITY*
- ✓ *CREATIVE*
- ✓ *COMPETITIVE*
- ✓ *SUPERIOR PRODUCT PERFORMANCE*
- ✓ *GOOD MANAGEMENT*
- ✓ *NEW INNOVATIVE SERVICE*
- ✓ *GOOD CUSTOMER CARE*
- ✓ *QUICK RESPONDNESS*

### WEAKNESSES

- ✓ *LIMITED BUDGET*
- ✓ *LITTLE MARKET PRESENCE*
- ✓ *UNRELIABLE CASH FLOW IN EARLY STAGES*
- ✓ *LACK OF MARKETING EXPERTISE*

### WEAKNESSES

- Disadvantages of proposition?
- Lack of competitive strength?
- Reputation, presence and reach?
- Financials?
- Own known vulnerabilities?
- Timescales, deadlines and pressures?
- Cashflow, start-up cash-drain?
- Continuity, supply chain robustness?
- Effects on core activities, distraction?
- Reliability of data, plan predictability?
- Morale, commitment, leadership?
- Accreditations, etc?
- Processes and systems, etc?
- Management cover, succession?

### 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 USP's?
- Tactics: eg, surprise, major contracts?
- Business and product development?
- Information and research?
- Partnerships, agencies, distribution?
- Volumes, production,

### OPPORTUNITIES

- ✓ *POOR COMPETITION*
- ✓ *SOMETHING NEW, DIFFERENT*
- ✓ *OPPORTUNITIES FOR SUCCESS*

### THREATS

- ✓ *MATERIAL PRICES*
- ✓ *EXTERNAL COMPETITION*
- ✓ *REGULATIONS, STANDARDS*
- ✓ *PRICE WAR*

### THREATS

- Political effects?
- Legislative effects?
- Environmental effects?
- IT developments?
- Competitor intentions - various?
- 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?