

# SWOT

<p><b>STRENGTHS</b></p> <p>WHAT MAKES YOUR BUSINESS GOOD, THINK ABOUT;</p> <ul style="list-style-type: none"><li>- CLIENTS</li><li>- PEOPLE</li><li>- REPUTATION</li><li>- BRAND</li><li>- DEMAND</li><li>- MARKET POSITION</li><li>- HISTORY</li><li>- EXPERIENCE</li></ul>	<p><b>WEAKNESSES</b></p> <p>WHAT ARE YOUR WEAK AREAS, THINK;</p> <ul style="list-style-type: none"><li>- YOU CAN'T DO EVERYTHING WELL</li><li>- WHAT DO YOUR CLIENTS TELL OR NOT TELL YOU</li><li>- STAFFING SKILLS</li><li>- GENERAL SKILL SETS</li><li>- CHANGES TO YOUR INDUSTRY</li></ul>
<p><b>OPPORTUNITIES</b></p> <p>WHERE IS THE GROWTH? THINK;</p> <ul style="list-style-type: none"><li>- HOW CAN I USE MY STRENGTHS</li><li>- WHAT IS HAPPENING THAT I WANT TO TAKE ADVANTAGE OF</li><li>- WHO ELSE IS DOING WHAT</li><li>- IS THE MARKET CHANGING</li><li>- WHY WE ARE DIFFERENT TO OUR PEERS</li></ul>	<p><b>THREATS</b></p> <p>THEY ALWAYS EXIST, THINK;</p> <ul style="list-style-type: none"><li>- HOW DO MY WEAKNESSES IMPACT ON ME</li><li>- REGULATION</li><li>- LEGAL CHANGES</li><li>- NEW ENTRANTS</li><li>- COMPETITION</li><li>- PRODUCT WEAKNESSES</li><li>- DEMAND</li><li>- CLIENT BASE AND TARGET MARKET SIZE</li></ul>