



YOUNG ENTREPRENEUR FOUNDATION

Strategic Company/ Opportunity Analysis

Exercise
2-5

Making Market and Company Knowledge Work for you

Sample

SWOT CHART (strengths, weaknesses, opportunities, threats)	Strengths (of the Company)	Weaknesses (of the Company)
Opportunities (in the market)	Action	Action
Threats (in the market)	Action	Action

Sample

SWOT CHART (strengths, weaknesses, opportunities, threats)	Strengths (of the Company) Long standing client relationship	Weaknesses (of the Company) Poor cash flow management
Opportunities (in the market) Movement toward service and efficient service processing	Action Develop 1 page marketing piece for client base about service and processing	Action Leverage order processing software to track and manage cash flow
Threats (in the market) Mature market with little competitive differentiation	Action Develop customer appreciation campaign emphasizing longstanding relationships with clients. Include testimonials from longstanding clients in literature and on website	Action Create partnership with web order processing company to differentiate, and decrease need for hardware and human capital (increasing cash surplus as result)