

# YOUR BIGGER FUTURE™ 'SWOT'

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
We've been in business for 10 years	We don't look after our clients very well	The marketplace is big	We are not making enough profit and if nothing changes we will go bankrupt
We have a good reputation	We have poor cash flow	We could open up a lot more business with our existing clients	Our competitors seem to be attacking some of our clients
We have loyal customers	We haven't updated our brochures and website for a long time	We have great talent within our workforce which is not fully utilised	A number of our team members are nearing 'retirement age'
We do make a profit from our 'ideal' clients	We don't seek new clients on a regular basis	We are probably overstaffed in some areas, could deploy labour better and could save money	Our main shareholding director is in poor health and is now often not at work