

Sample SWOT Analysis

A SWOT analysis can sometimes be a useful starting point for assessing business performance, as well as gaining convergence in the views of a Company's senior managers. The following table represents a partial and preliminary analysis based on the limited information gained to date and is by no means comprehensive or all inclusive. Refinement and formalization would best be carried out as a group exercise by the senior management team.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Established business with over 500 customers • Financially sound and prudently financed • Experienced senior managers • Several experienced and well-performing sales reps • Favorable preliminary results with respect to new service offerings 	<ul style="list-style-type: none"> • Too many initiatives; disorganized • Lack clear strategy • Marginal profitability currently • Ad hoc sales and lead generation • Poor IT support for new service offerings • Weak pricing discipline, especially for services
Opportunities	Threats
<ul style="list-style-type: none"> • Leverage existing customer relationships • Establish enterprise solutions offerings • Develop marketable annuity service offerings 	<ul style="list-style-type: none"> • Lots of competitors in the marketplace • Price competition likely to intensify in all segments • New service offering space includes numerous VC-backed companies with greater resources • A short-term strategic horizon can sometimes cause short-term management decision making which may actually reduce rather than enhance enterprise value