# ABC COMPANY - SWOT MATRIX

|  |  |  |
| --- | --- | --- |
| **SWOT MATRIX**  **(DEC/**2014**)** | **TOP STRENGTHS**  **(internal)**   * Operations personnel very technically skilled * Majority of sales are repeat orders * Strong/stable purchasing process * … * … | **TOP WEAKNESSES**  **(internal)**   * New Customer Accounts less than 5% * Long lead times for existing prods/srvcs * Lengthy development cycle for new offerings * Overdue for software/hardware upgrades * Employee morale is at a low |
| **TOP OPPORTUNITIES**  **(\*external)**   * New geographies opening up * Marketplace asking for tech help * Possible exclusivity w/ Suppliers * Trend towards using accredited companies * Customers want faster delivery | **S – O Strategies (offensive):**  (Capitalize on an opportunity that is available today)  **Strategy #1**: Establish a “tech” helpline using experienced Operations staff  **Strategy #9**: Obtain industry recognized accreditation in primary market | **W – O Strategies (offensive):**  (Overcome a weakness in order to pursue an opportunity)  **Strategy #2:** Identify most promising new territory and re-assign 1 salesperson to it  **Strategy #5:** Implement Lean tools/ methods to streamline existing product cycle times |
| **TOP THREATS**  **(\*external)**   * Customers see us as old/stale * Competitors pricing aggressively * Not a player in new geographies * Customers want latest technology * Suppliers raising costs | **S – T Strategies (defensive):**  (Enhance and strengthen a competitive advantage)  **Strategy #3:** Develop long-term contracts with top 2 Suppliers  **Strategy #8:** Use experienced Operations staff to reach out to long-term Customers and identify new products/services wanted | **W – T Strategies (defensive):**  (Develop a defensive plan to prevent a weakness from becoming more susceptible to an external threat)  **Strategy #4:** Develop a 3 yr technology upgrade plan and begin Phase 1 this year  **Strategy #6:** From existing hopper, select 1 new product and 1 new service and launch by the end of the year  **Strategy #7:** Develop a series of lunch & learn seminars to increase product knowledge of all employees |

\* External factors should consider: Customers, Competitors, End Users, Industries/Marketplace, Technologies, Geographies, Statutory/Regulatory Authorities, Owners/Shareholders, Vendors/Suppliers, Labor (skilled/unskilled), Accreditation/Certification Bodies, Communities (Local/Regional), etc.