# 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.