

SWoT Analysis

An example



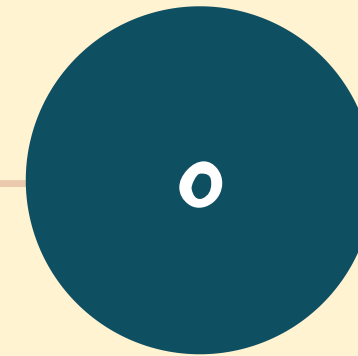
Strengths

- Deep skills in SEO
- Great with people
- Good range of product offers
- Large email list
- Trusted supplier network



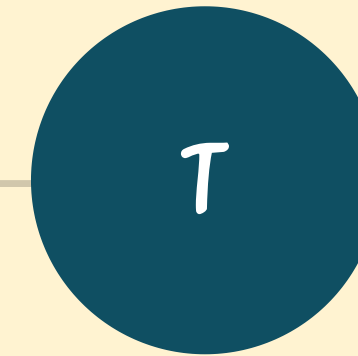
Weaknesses

- Limited resources to meet demand
- Billable hours restricted by school hours
- Package pricing needs reviewing



Opportunities

- Positive market feedback on package A
- People spending more time on social media than ever
- Possibility to explore new supplier relationships



Threats

- SEO has a bad name
- COVID-19 has impacted spending
- Competitors starting to mirror my branding