

# Internal and External Assessment (SWOT: Strengths, Weaknesses, Opportunities, Threats)

## Internal

### Strengths

- Dedicated and experienced employees.
- Good leadership
- Extensive product knowledge and expertise.
- Long-time community presence.
- Good communication skills.
- Networking and relationships in community.
- Knowledgeable of technology.
- Good ability to adapt to unique situations.

### Weaknesses

- Lack of a consistent pricing strategy.
- Consistent branding/marketing messages.
- Limited physical workspace/overcrowded.
- Lack of sufficient office space.
- Inconsistent communication with potential constituents.
- Administration processes need to be written.
- Lack of organizational chart.

## External

### Opportunities

- Skilled, well-educated workforce with high local unemployment.
- Limited competition currently.
- Growth of the community.
- Commercial office space available at historic low \$\$\$
- Increase demand for networking of computers.
- Increasing need for knowledgeable technology people.

### Threats

- Increased local competition and expansion into market by national firms.
- Margin erosion by low cost competitors.
- High unemployment rates on decline; pool of qualified potential new hires shrinking.