

How your SWOT might look:

Strengths (internal)

- *High-quality products*
- *Well-known brand*
- *Sophisticated customer database*
- *Core group of loyal customers*
- *Effective after-sales support system*
- *Experienced management team*
- *Well-motivated sales team*

Weaknesses (internal)

- *Dependence on a few large customers*
- *Small customers unprofitable*
- *Too few new customers*
- *Old production machinery*
- *Low margins on main products*
- *Little new product development*
- *Not enough marketing research*

Opportunities (external)

- *Take over main competitor*
- *Begin exporting*
- *Take sub-contract work*
- *Loyalty bonuses for customers*
- *'Recommend a friend' promotion for loyal customers*
- *Incentives for sales team to generate customers in new markets*

Threats (external)

- *Main customer moving to competitor*
- *Bad publicity about products*
- *Competitors with more modern production machinery*
- *Two main competitors merging*
- *Interest rate rises*
- *Cheap imports*
- *Price war*