

Distinctive SWOT Example

	<h3>Strengths</h3> <ul style="list-style-type: none"> - Plant and equipment is new and provides an overall cost advantage over our competitors - Proximity to customers - Ability to scale up production in increments 	<h3>Weaknesses</h3> <ul style="list-style-type: none"> - Limited capacity to raise capital - Limited relationship with major customers
<h3>Opportunities</h3> <ul style="list-style-type: none"> - Potential to purchase additional plant and equipment to support expansion - Customers industry is in a period of double digit growth that is expected to continue 	<p>Area where opportunities are aligned to your Strengths</p> <p>For example Growth in your customers industry will create additional demand for your products is aligned to your ability to scale up production</p> <p>The opportunities that fall into this region will be <i>easier</i> to take advantage of</p>	<p>Area where opportunities are aligned to your weaknesses</p> <p>For example The potential to purchase additional plant and equipment to expand into new markets is aligned to limited ability to raise capital</p> <p>The opportunities that fall into this region will be <i>harder</i> to take advantage of</p>
<h3>Threats</h3> <ul style="list-style-type: none"> - Low cost imports - Low cost regions have high innovation and investment in research and development 	<p>Area where threats are aligned to your strengths</p> <p>For example The threat of low cost imports is mitigated by the absolute cost advantage from new plant and equipment and proximity to customers</p> <p>The threats that fall into this region will be <i>easier</i> to mitigate</p>	<p>Area where threats are aligned to your weaknesses</p> <p>For example Limited investment in research and development could be a major risk with innovative companies in low cost regions investing in research and development</p> <p>The threats that fall into this region will be <i>harder</i> to mitigate and will leave your business exposed</p>