



Strengths

Weaknesses

Opportunities

Threats

Strengths

Quality, Speed, Skills, Service, Solutions, Branding, Pricing, Location, Competitive Advantage, Simplicity, Systems, Efficiency, Global Supply Chain

Weaknesses

High prices, No Value Ladder, No Customer Journey, No Business Model, No Forward Strategy
No Unique Selling Proposition (Offer Stack)
Poor Online Presence

Opportunities

New Customer Segments
New Channel To Customers
New Products and Services
Business Model Pivot For Global Best Practice

Threats

Pandemic, Customer Lockdown, Economy Change
Agile Competitors, Customer Preferences Change
Digitisation, Ecommerce, Blockchain
Loss of Keyword Phrase Search Ranking and Traffic

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