



SWOT analysis

5 Aug 2022 / Liz Sawami

Complete

Score	69.23%	Flagged items	0	Actions	3
Site conducted					Unanswered
Conducted on					05.08.2022 11:09 PST
Prepared by					Liz Sawami
Location					

Actions

3 actions

Strengths / Opportunities

Have the opportunities been included in the business strategy/ road map?

No

To Do | Priority Medium | Due 12.08.2022 11:42 PST | Created by SafetyCulture Staff

Include identified opportunities in general business strategy plan

Threats

What threats to the business are present from external factors?

Physical environment

As our building is old and the equipment we have is insufficient, we may have issues with our environment such as building demolition, hogging for resources, and more

To Do | Priority Low | Due 12.08.2022 11:50 PST | Created by SafetyCulture Staff

Look for possible building alternatives

To Do | Priority High | Due 12.08.2022 11:50 PST | Created by SafetyCulture Staff

Talk with procurement for more equipment

Strengths

1 action, 33.33%

What areas of strengths are present internally?

Human resources

Activities and processes

Past experiences

What aspect of the human resources are a strength?

staff

volunteers

board members

Other

Freelancers

How are staff a strength?

High level of knowledge

Engaged with core principles

They are very knowledgeable in their fields and consistently embody the core values of the company. They also work very well with business partners and freelancers.

Provide details and evidence of staff strength

How are volunteers a strength?

Engaged with core principles

While they are not entirely our employees, they do very well in embodying core principles as well as sharing them with others. Their work with each other in particular is very inspiring as they work well without supervision and produce outputs in line with company needs.

Provide details and evidence of volunteer strength

How are board members a strength?

High level of knowledge

Low level of attrition

They are the most knowledgeable about their craft and the company, making their positions well-earned. They also rarely cause or worsen friction among themselves and other members. They are very approachable.

Provide details and evidence of board members strength

What other aspect of human resources is a strength?

What aspects of the activities and processes are a strength?

Systems

The systems in place are very efficient.

How are systems a strength?

What past experiences have become a strength?

Customer feedback

Employee feedback

Feedback has always been very helpful to us, and the ones we get from internal and external sources have always been listened to. This makes it a big part of our strength.

How has customer feedback become a strength?

How has employee feedback become a strength?

Opportunities

1 action, 50%

Have any opportunities been found during this aspect of the SWOT analysis?

Yes

It might be a good idea to look into hiring more staff, volunteers, and freelancers, as well as starting new initiatives, especially those that can improve our systems further.

Have the opportunities been included in the business strategy/ road map?

No

To Do | Priority Medium | Due 12.08.2022 11:42 PST | Created by SafetyCulture Staff

Include identified opportunities in general business strategy plan

Raise an action to include the opportunities identified into the business strategy/ road map

Risks

0%

Have any risks been identified during this aspect of the SWOT analysis?

No

Opportunities

66.67%

What areas of opportunities are present from external factors?

Future trends

Local, national, or international events

Funding sources

As an international company reliant on tech, we can easily keep up with the trends, find investors, and join events to better improve brand awareness.

Provide evidence of why future trends in the field are an opportunity.

Provide evidence of why changes in the funding sources are an opportunity.

Provide evidence of why changes in the local, national, or international events are an opportunity.

Opportunities

100%

Have any plausible opportunities been identified during this aspect of the SWOT analysis?

Yes

Have the opportunities been included in the business strategy/ road map?

Yes

Risks

0%

Have any risks been identified during this aspect of the SWOT analysis?

No

Weaknesses		66.67%
What areas of weakness are present internally?	Physical resources	
What aspect of the physical resources is a weakness?	Building	
	Equipment	
	Location	
How is the location of the business a weakness?	Accessibility	
<p>It was accessible before the commute routes changed, now making us very hard to commute to</p> <p>Provide details and evidence of the location of the business being a weakness</p>		
How is the building a weakness?	Age	
	Capability	
	Capacity	
<p>The building is very old and while it is maintained, it is not enough for our growing team</p> <p>Provide details and evidence of why the building is weakness</p>		
How is the equipment a weakness?	Capacity	
<p>We do not have enough equipment to accommodate our growing size</p> <p>Provide details and evidence of why the equipment is a weakness</p>		
Opportunities		0%
Have any opportunities been found during this aspect of the SWOT analysis?	No	
Risks		100%
Have any risks been identified during this aspect of the SWOT analysis?	Yes	
Have the risks been included in the business strategy/ road map?	Yes	

Threats

2 actions, 100%

What threats to the business are present from external factors?

Physical environment

As our building is old and the equipment we have is insufficient, we may have issues with our environment such as building demolition, hogging for resources, and more

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Provide evidence of why changes in the physical environment are a threat

Opportunities

100%

Have any plausible opportunities been identified during this aspect of the SWOT analysis?

Yes

Have the opportunities been included in the business strategy/ road map?

Yes

Risks

100%

Have any risks been identified during this aspect of the SWOT analysis?

Yes

Have the risks been included in the business strategy/ road map?

Yes

Sign off

People involved in the SWOT Analysis

People involved in the SWOT Analysis 1

Name and job title

liz sawami

Liz Sawami
05.08.2022 12:02 PST

People involved in the SWOT Analysis 2

Name and job title

Mich Kurasawa

Mich Kurasawa
05.08.2022 12:03 PST

People involved in the SWOT Analysis 3

Name and job title

Ken Doramitsu

Ken Doramitsu
05.08.2022 12:04 PST

People involved in the SWOT Analysis 4

Name and job title

Anna Mansana

Anna Mansana
05.08.2022 12:04 PST
