



NatWest

SWOT Analysis

Strengths

Outline your strengths

Weaknesses

Outline your weaknesses

Outline how you will protect your strengths

Outline how you will reduce your weaknesses



NatWest

SWOT Analysis

Opportunities

Outline your opportunities

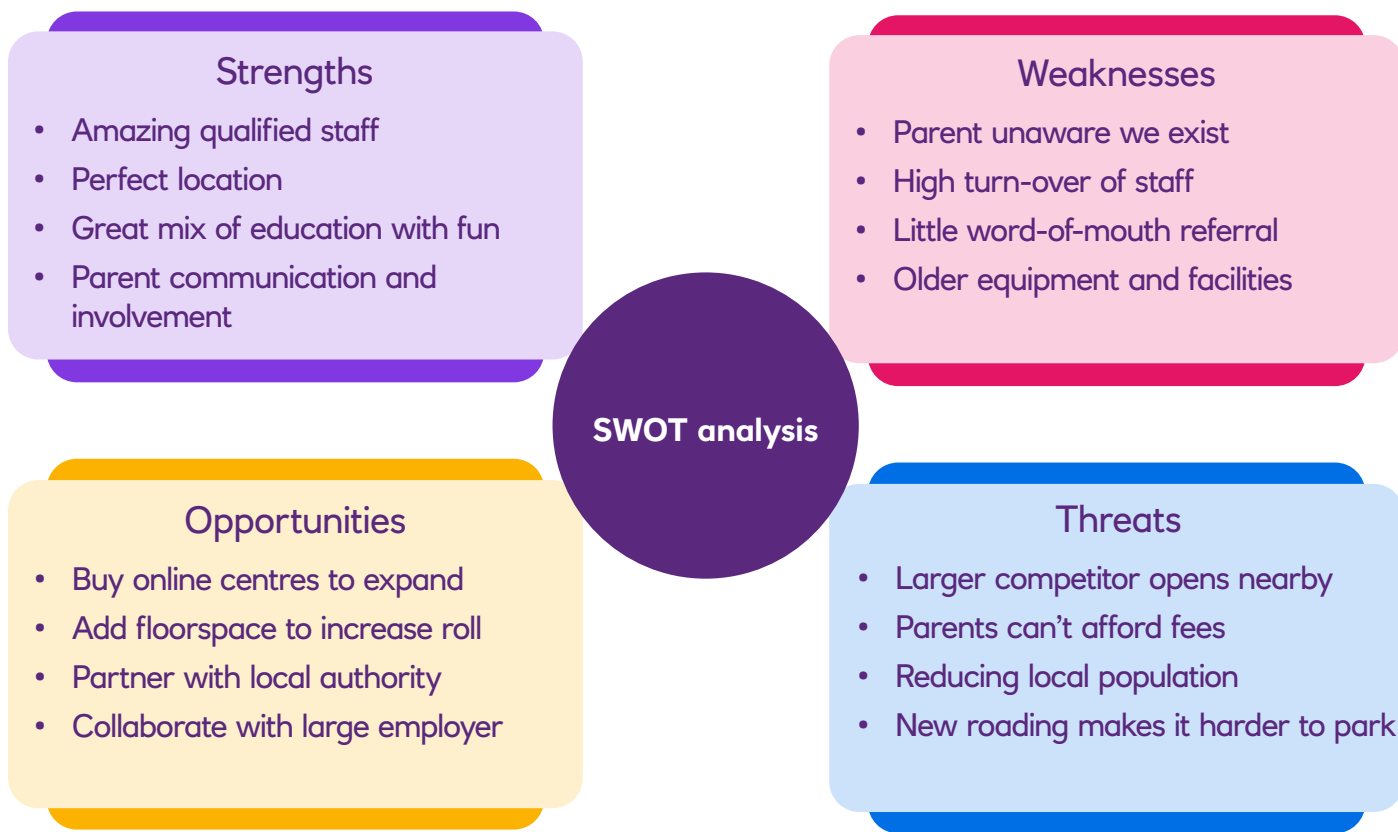
Outline how you will maximize your opportunities

Threats

Outline your threats

Outline how you will reduce the impact of the threats

SWOT analysis example



A SWOT analysis is only as good as the actions you intend to take. For example, if this was your business, to address each SWOT, you could:

- Create a bonus system for high performing staff.
- Buy your location or extend the lease.
- Innovate with new education ideas every quarter.
- Adopt industry software to keep parents informed.
- Identify centres with similar culture to acquire.
- Renovate or add another room to increase capacity.
- Talk to your local authority for referrals.
- Run a centre inside the location of a large employer.
- Write a marketing plan to create awareness.
- Find out why staff leave and solve the issue.
- Implement a word-of-mouth referral campaign.
- Replace old equipment and facilities.
- Remind parents of the benefits of a locally owned and operated business.
- Find business sponsorship or scholarships to assist parents who can't afford fees.
- Consider relocating to areas of increasing population with young families.
- Conduct a feasibility study to create your own car parks and access.