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|   | **Strengths** |   | **Weaknesses** |   |
|   | * Amy’s marketing experience, enterprising personality (ambition/determination etc.) and drive to succeed.
* Amy’s language degree – useful if

she were to export.* Start your own business course completed.
* High quality product.
* The business received awards for the success of the business and the quality of its product.
* The business has a diversified product range e.g. personalised gifts.
* Use of locally sourced ingredients & recruitment of local staff – supporting the local economy.
* Recruitment and training processes within the business. Strong focus on staff development would motivate staff.
* Amy invested her own capital – showing she believes in the business.
* Amy has conducted a lot of market research.
* No borrowings so no debt burden on the business.
* Amy is aware of needs of the business and how to develop them.
* The business is forward thinking, it sought advice from two agencies.
 |   | * The existing premises is not fit to handle the orders that would come from the large retail outlet.
* Extra finance is needed to expand the business into the large retail outlet to buy equipment, hire staff and source a new premises.
* The product range may not be diversified enough, some of the products are seasonal in nature or may have a short life cycle.
* The business management structure, Is Amy trying to do too much herself?
* Unlimited liability? Amy does not seem to have the protection of limited liability.
* The business has no track record of borrowing – could affect an application for a loan.
* ICT – no website, social media presence mentioned.
* Staff may not be highly experienced – large amount of college graduates recruited.
* Do the products meet the needs of a more health conscious consumer?
* If the business expands is there enough availability locally of the necessary ingredients?
* No clear USP mentioned.
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|   | **Opportunities** |   | **Threats** |   |
|   | * The potential increase in revenue from selling in the large retail outlet.
* There is a premises which is suitable and available locally if she expands.
* Amy is getting advice from two agencies which support business and enterprise. Possible grants available in the food sector.
* Her language degree and could be useful if exporting opportunities arose.
* Diversify into other professional areas e.g. coffee shop, sugar free alternatives, health foods.
* Social Media – opportunities to promote the business
* No website mentioned – chance to build one.
* Availability of skills in the local college.
* Market her awards – could be part of a unique selling point
* Chance to prepare a well-structured business plan
* Chance to hire new specialist staff e.g. IT to delegate tasks to
* Opportunity to get more investors
* The corporate market could be a possibility with hampers and gift sets.
* Network with other businesses in the enterprise centre.
* Brexit – UK products may become more expensive
 |   | * The expansion opportunity will require extra staff and equipment. The added finance could be a burden if interest rates increased.
* What if finance cannot be raised?
* The chocolate market is very competitive.
* Health conscious consumers – the impact of issues such as the sugar tax
* Potential EU regulations being introduced in the chocolate sector.
* What will the impact of Brexit be?
* If the product is produced in larger numbers it may lose its niche status - loss of exclusivity.
* Chocolate products are a luxury and can be heavily affected by economic downturns
* Maintaining quality of the product could be an issue if it is produced in large numbers
* Risk of failure
* Price of cocoa beans can vary
* Over reliance on one large retailer may not be ideal
* Will standards stay the same if the business expands?
* Amy could lose control of the business if she brings in more investors
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