

Strengths	Weaknesses
<ul style="list-style-type: none"> • My passion for what I do • My experience in doing it • The quality of my products • The uniqueness of my products • My intellectual properties • My repeat customers • My location • The seasonal climate that suites my product where I'm situated • My staff share my passion and feel secure and motivated • I have a clear vision for the business • I have a solid business plan • I understand my costs and set realistic but challenging forecasts • I seek experts and support from others 	<ul style="list-style-type: none"> • There are not enough hours in the day • My margin is weak • My capacity is restricted • Procurement of raw materials is uncertain • My cash flow is unsustainable • I'm under resourced in staff • My staff are transient • My staff are poorly trained and unmotivated • My business plan is loose • I don't fully understand my costs • I'm not across the details of the marketplace • I'm slow to recognize and change to meet market trends • My relationships with trade partners is unclear
Opportunities	Threats
<ul style="list-style-type: none"> • I have the capability to expand my production • I can improve my efficiencies and reduce my costs • I can enter new markets • I can expand current markets • I can value add my product • I can reduce waste • I can start or lead a trend with the consumer • My cash flow is secure and my finances are secured for the planned future development • I can share my vision with my trade partners and take them on my journey 	<ul style="list-style-type: none"> • I have competition in the market place • They are able to sell cheaper than me for comparable quality • The market segment is price driven • They have a solid marketing campaign • The procurement of raw materials is uncertain • My cash flow does not meet my costs • My equipment is old and often fails so I cant meet my obligations • I have no risk mitigation plan • Market trends are changing • Retail styles are changing • My quality is variable due to procurement or process