SWOT Analysis



Strengths	Weaknesses
Outline your strengths	Outline your weaknesses
Outline how you will protect your strengths	Outline how you will reduce your weaknesses

SWOT Analysis



Opportunities	Threats
Outline your opportunities	Outline your threats
Outline how you will maximize your opportunities	Outline how you will reduce the impact of the threats

SWOT analysis example

Strengths

- Amazing qualified staff
- Perfect location
- Great mix of education with fun
- Parent communication and involvement

Weaknesses

- Parent unaware we exist
- High turn-over of staff
- Little word-of-mouth referral
- Older equipment and facilities

SWOT analysis

Opportunities

- Buy online centres to expand
- Add floorspace to increase roll
- Partner with local authority
- Collaborate with large employer

Threats

- Larger competitor opens nearby
- Parents can't afford fees
- Reducing local population
- New roading makes it harder to park

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.