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| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Market share | Inadequate  distribution | Technological  innovation | New market entrants |
| Economies of scale | Cash flow problems | New demand | Change in customer  tastes or needs |
| High quality | Undifferentiated  product | Market growth | Demographic change |
| Leadership  & management skills | Quality problems | Demographic change | Consolidation among  buyers |
| Financial resources | Skills gap | Trade liberalisation | New regulations |
| Research and  development  capabilities | Low productivity | Social or lifestyle  change | Economic downturn |
| Technological  leadership | De‐motivated staff | Government spending  programmes | Rise of low cost  production abroad |
| Brand reputation | Low market share | Higher economic  growth | Higher input prices |
| Protected IP | Outdated technology | Diversification  opportunity | New substitute  products |
| High productivity | A weak brand name | Deregulation of the  market | Competitive price  pressure |
| Distribution network | High costs |  |  |