THREATS

* New competitor
* Existing competitor expands / creates new product
* Increasing supplier cost
* Decreasing market demand
* Production disruption (breakdown, etc.)
* Increasing customer dissatisfaction
* Decreasing quality of work
* Acts of God
* Loss of key people to competitors
* Systems / products becoming obsolete
* Bankruptcy of supplier
* Client dissatisfaction
* Customer inability to pay

OPPORTUNITIES

* Enter new market
* Develop new product
* Reduce costs
* Add new clients
* Expand to a new geographical area
* Launch marketing campaign
* Hire new people
* Open new stores/locations
* Purchase competitor
* Increase quality of product
* Reduce risk
* Increase time of delivery
* Raise morale

WEAKNESSES

* Expertise
* Reputation
* Cost
* Project Management
* Speed of Delivery
* Easy to Use
* Quality
* Communication
* Low risk processes
* Procurement and supplier management
* People

STRENGTHS

* Expertise
* Reputation
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