

SWOT

Strength, Weaknesses, Opportunities and Threats Analysis

This time we look at the online shop for women that are expecting a baby.

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Strength

Our strength is based on the following:

- ✓ We have a team of people and companies involved in this project that have knowledge, plus we have identified a concept and a market that is not covered for this type of online webpage and shop by anyone else.
- ✓ With people with own experience and good knowledge of pregnancy we know the questions often asked, the challenges and products that makes sense.
- ✓ We will have an advanced and good and safe Website.

Weaknesses

Our weaknesses may include:

- Less experience in marketing
- The majority of people involved will work on part-time basis.
- New customers, expecting a baby, may last for 2-9 month as customers – then we must find new customers, even if some may revert later when having a second, third, etc baby.

Opportunities

- ✓ There are many women in the area that are expecting a baby, and “the supply of new possible customers” is a never-ending story.
- ✓ The combination of info and products to sell means that presumptive buyers that arrive on the web site for information then also may purchase products.
- ✓ We will create relation with organisations (and perhaps companies) for increasing the number of the visitors to our web site. Different women organizations are an example. Perhaps also relationship to Women magazines, and companies selling products to women can generate mutual benefits that in the end increase our own sales.

Threats

- The main threat would be if we for whatever reason get a bad reputation due to some reason. Individuals complaining in public, newspaper articles that are negative, and so on. We will have a brainstorm seeing what can go wrong like this and then prepare in advance by having a policy how we meet such threats.
- If there is a problem with our suppliers regarding quality and/or delivery on time, this would also be bad for the business. So we must optimise the search and selection of suppliers.