

YOUR BUSINESS PLAN

SWOT ANALYSIS

Palmer Software

Strengths:

(1) Excellent software product that has a good reputation

(2) Very good service department

(3) Solid profit and loss statement

(4) Seasoned management team

Weaknesses:

(1) Too much debt on the balance sheet

(2) The founder's successor is not yet prepared to assume this role

(3) With the loss of our VP of Marketing, this is our biggest weakness

(4) Inexperience selling in the international market

Opportunities:

(1) The development of our software for hand held devices

(2) Marketing our software globally

(3) The newest generation of software under development could be a huge success

(4) Continued profits at the current level will enable us to become debt free in 5 years

Threats:

(1) Rumors that two very large software companies will invade our market niche

(2) Possibility that some of our executive team could be recruited by these companies

(3) If our move to hand held devices is unsuccessful, the business would be severely damaged

(4) A major worldwide economic recession

YOUR SWOT ANALYSIS

Strengths:

Weaknesses:

Opportunities:

Threats:

What were the most important insights you learned from completing the SWOT Analysis?
