

SWOT

| | | <u>Strengths</u> | <u>Weaknesses</u> | <u>Weakness Counter Measure</u> |
|----------|----------|---|--|---|
| Internal | Personal | Ambitious SME Education Computer Savvy Family Support | Lack of Accounting Legal knowledge Tax Knowledge | Accounting class Software / Hire Hire Hire |
| | Business | Unique Product Patented | Sole Proprietor | |
| | | <u>Opportunities</u> | <u>Threats</u> | <u>Threat Counter Measure</u> |
| External | Personal | Accounting Class | Too Time Consuming | Online Course |
| | Business | New Market No competition | Single Supplier Rare Resources | Alternate Supplier Alternate Resources |