

# SWOT Analysis Summary Report

Artisan Apparel Company

In partial fulfillment of the requirements  
in ITE 23 (eCommerce - 9369)

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# Artisan Clothing Line

Artisan is a clothing line made locally in Benguet. The apparel style is based on the local designs which are inspired by the culture and art styles of Benguet. It emphasizes the designs that symbolize the styles, design, and culture of the Cordillerans and incorporates it with a modern look in Artisan's clothes. Even the fabric that is used for making the Artisan apparels are made within Benguet. The apparel line aims to promote and introduce art that portrays the identity of the province.

## 1. STRENGTHS

- Unique Design

The apparel style is based on the local designs inspired by the culture and art styles of Benguet. It emphasizes the designs that symbolize the styles, design, and culture of the Cordillerans. Even the fabric that is used for making the Artisan apparel is made in Benguet. This will serve as an edge for the company and the uniqueness of the products will build an identity or an impression to customers.

- E-commerce website

Artisan apparel can be bought from their website. This is a huge advantage for the apparel company because most people are always online and they mostly do online shopping because it is convenient. Artisan's online shop may be able to reach a wide range of customers throughout the country that may want to buy their products.

- Local Materials

All of the products of Artisan Apparel Company are made from local materials. Thus, there will be less cost in shipping the supplies needed to create the product and less time in delivering the materials as well.

- Quick Access to Customer Issues

The website will serve as a platform for their valued customers to reach and contact them. The company would be

able to accommodate any issues and concerns of their customers as well as queries that would help their customers be enlightened to any confusion about the Artisan apparel. Furthermore, the company would also receive customer feedback based on their satisfaction with the purchased products.

## **2. WEAKNESSES**

- Understaffed

The current state of the business is a startup. It is unavoidable that the business's early stages are difficult to manage, especially when it lacks manpower. The company's goal is to promote and sell its country's products; however, this goal is unachievable if the company lacks human labor. Thus, they won't be able to accommodate a large number of orders across the country.

- Lack of Marketing Strategies

The only way that the customers can reach the online shop is through Artisan's website, but in terms of marketing the product itself to the customers - the plan is not yet clear. The company may market its products through social media platforms or create advertisement videos to entice customers. However, since there are still no sales, customers will find it hard to buy products no one has ever bought. Hence, customers tend to be wary and don't trust buying the products.

- Insufficient Startup Funds

Every company needs funds that would help them start their business. Artisan doesn't have any fixed funds and they rely mostly on their pocket money to pursue their business. Insufficient funds may cause problems when implementing the business, such as cash shortage or, worst, bankruptcy. Although they have the option to loan money from the bank to aid their business financial needs, this will only give them debts which will become problematic in the long run.

### **3. OPPORTUNITIES**

- Maximize Local Resources

Instead of outsourcing supplies to other places, it is best and efficient if Artisan would maximize the available resources in the area. In this way, they may be able to save time and money.

- Home of Artists

Benguet is the home of many artists; therefore, the Artisan company may partner with Benguet artists to design their clothes. These artists will indeed have a percentage with the sales of the apparel company.

- Promoting locally-made Products

Other places in the Philippines would be able to recognize the clothes' designs that incorporate a modern look with a twist of Benguet's cultural styles. Being able to sell the apparel in different places of the country will help promote the company that created the product and the origin and inspiration on where the product is based.

### **4. THREATS**

- Competition from Well-known Businesses

The start-up business will be seen as a rival not only from existing businesses but also from starting businesses as well. These businesses have a similar type of business (e.g., clothes) and it will be a threat for them if another business similar to them will be able to sell more than they do.

- Shortage of Resources

Since the materials that are used to make the products are only available locally in Benguet, there will be instances that there will be a shortage of supplies. There will come a time for the company to outsource their supplies if needed to satisfy their customers.

- Bandwagon Stereotyped

It is inevitable for start-up businesses to be criticized, mostly when they resemble an existing business that has failed or succeeded. The Artisan apparel may be dubbed as "another start-up business" that sells clothes that have unique or designer prints. Moreover, other people would see the business as irrelevant because it is considered non-essential, especially when people are all experiencing a global crisis.

## **5. FINAL THOUGHTS**

With the business's core value to promote local products, culture, and talent, mostly in Baguio and Benguet, the business can gain a profit generating entrepreneurial venture. Considering its priority to have quality products, from the fabric to the design locally manufactured from local resources by local laborers, these factors can garner more possibilities for the product to sell for itself. Through proper brand positioning this story or concept, it can touch and persuade more people even outside of Baguio.

People don't go to Baguio merely for its climate, but also for being a hub or hotspot for culture and arts. Leveraging this, people can feel they are in Baguio or Benguet as they wear, literally, the local art piece from the locality.