

# SWOT analysis

It's important to conduct a SWOT analysis as it helps to outline potential steps or advancements which can aid the growth or longevity of a company.

## Strengths

- Talented and knowledgeable workforce adept in various technologies.
- Innovative workforce, always eager to find unique and effective solutions.
- Quickly adapt to new changes in the industry.

## Weaknesses

- Small business with limited resources affecting productivity.
- Reputation not yet established due to short time in industry.
- Limited market reach due to limited connections.

## Opportunities

- Technological advancement from embracing new technologies.
- Market expansion by supplying services to different industries.
- Diversify talents to offer different services.
- Forming partnerships and alliances for joint projects and to help with reach.

## Threats

- Competition from other companies offering similar services
- Volatility in the economy affects client spending and project budget sizes.
- Difficulty in retaining skilled employees due to bigger companies offering higher salaries.
- Potential threat to sensitive client data due to security breaches.