**SWOT Analysis: Drone-Based Pharmaceutical Delivery System**

***Organisational Risks and Feasibility***

* **Strengths**: Stratosphere Pharmacies has an extensive chain of stores and strong brand influence across Australia, which is conducive to promoting new services.
* **Weaknesses**: The organisation may lack experience in managing complex technology projects, requiring time and resources to build the necessary capabilities.
* **Opportunities**: By introducing this innovative service, the company can establish an image as a market innovator.
* **Threats**: Potential internal resistance, such as the level of employee acceptance of the new system, and challenges in change management.

***Technological Risks and Feasibility***

* **Strengths**: Technological innovation, such as drone delivery, could enhance efficiency and create a new customer experience.
* **Weaknesses**: Challenges that might be faced in the implementation of technology, including system integration, data security, and privacy protection.
* **Opportunities**: Continuous technological advancements could provide possibilities for future upgrades and expansions of the system.
* **Threats**: Rapid changes in technology may quickly render current investments obsolete.

***Resource Risks and Feasibility***

* **Strengths**: The company has already allocated a budget of $100,000 for this project.
* **Weaknesses**: The project might exceed its budget, particularly in the research and development and testing phases.
* **Opportunities**: Seeking external funding or government subsidies to support the development of the project.
* **Threats**: Unforeseen costs could impact the sustainability of the project.

***Schedule Risks and Feasibility***

* **Strengths**: The existence of a project management team may help maintain the compactness of the schedule.
* **Weaknesses**: Legal and regulatory approvals for drone delivery could cause delays in the project timeline.
* **Opportunities**: Rapid market entry can take advantage of current customer demand for fast delivery services.
* **Threats**: Potential technological development obstacles and testing delays could cause the project to be postponed.