SWOT Analysis

This is a simple SWOT analysis for my proposed capstone project to create a “finder application” that would help FMA practitioners find schools and events in North America.

# Strengths

* Limited competition
* I’ll offer a free to use app vs. a paid app
* This is a simple uncomplicated solution
* The “product” – FMA – is unique yet growing in popularity
* I’m part of the FMA community
* I would have some help from folks at Savvy

# Weaknesses

* I’m not a skilled coder yet and might not be able to pull it off
* This a very simple solution – maybe too simple
* The app is free and will not be self-supporting
* It has not yet been established if the users are wanting to use this application
* A marketing process will have to be launched to make the FMA community aware of this new app
* This app relies on people wanting to share information about their FMA practices
* I’ll need access to USA and Canada FMA associations, groups, schools, and events

# Opportunities

* Great opportunity to learn coding
* Chance to showcase my new skills
* Chance to learn more about FMA
* Chance to strengthen bonds in the FMA community
* Potentially develop an Android and IOS app for this as well
* Add advertisements to the application
* Monetize the idea of the “Finder Application” at least in the app stores ???

# Threats

* Limited time and knowledge
* I could fail to pull this together
* The FMA community could be reluctant to share info
* There is a competing platform that looks really slick, and has phone apps as well
* As open source project someone else could rip this off