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|  | S | W | O | T |
| Team members | Have strong technical skills.  Good project management.  team is cooperating. | The level of technical staff poor:  This can be shown during interviews or job training, so that one's abilities or basic skills need to be developed  Regular update of the system:  The system must be updated regularly in line with the materials in the supermarket | Your small business is affected by the external environment, such as legal, political, technological, and cultural factors. Consider the impact all of this will have on the project. Is your product outdated, and what might replace it? | Unclear roles: When two people play the same role, it causes problems, so it is essential that each person's role is clearly defined.  Poor driving:  If the team leader is not a good role model for others, or if he is not able to enforce order, good  behavior, transparency and accountability, then there will be a lot of problems in the performance  of the team. |
| The company | The ability to finance the company  Good reputation among customers in the market | Staff cost: The need of more staff to achieve the goal and satisfy the customers  System cost:  will it be on budget? | 1/ Reducing some laws that encourage the growth of the project.    2/The development of new technology may benefit in the development of production.  3/ The growth of a new trend and a new customer base may increase the profits of the enterprise. | Operational risks:  Operational risk means the possibility of an unexpected disruption to the day-to-day operations . It may be a technical failure.  Strategic risks:  It is the sum of changes that occur suddenly in the market and affect the performance of your  business, a change in customer demand, successive technological changes |