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| **Strength** | **Opportunity** |
| NAD Inc. has a strong team of skilled and competent traditional project managers who can adapt to Scrum with the right training. | Implementing Scrum will enable NAD Inc. to respond more quickly to new market opportunities and product demands |
| The company has an outstanding product line, which provides a strong foundation for improving product launch efficiency. | Improved collaboration between marketing, sales, and IT will streamline processes and reduce inefficiencies. |
| Marketing, sales, and IT teams are collocated, facilitating direct collaboration and communication. | A structured backlog and prioritization process will help align stakeholder expectations and reduce overwhelming demands. |
| The IT team has adequate technology and skilled personnel to support upgrades and process improvements | Faster product launches and continuous delivery cycles can help NAD Inc. regain its first-mover advantage. |
| The sales and marketing teams are open to adopting Scrum, making the transition more feasible. | Enhanced agility in marketing can lead to better partnerships with large retailers and increased market penetration. |
| **Weakness** | **Threat** |
| None of the current project managers have experience with Scrum, requiring significant training and adaptation. | Resistance to change from traditional project managers and teams unfamiliar with Scrum may slow down implementation |
| Fragmented communication and collaboration slow down decision-making and product rollout | Without proper training and leadership, the transition to Scrum could lead to confusion and misalignment. |
| The marketing team is seen as a bottleneck by other teams, leading to frustration and inefficiencies | If Scrum is not effectively implemented, marketing delays could persist, further frustrating stakeholders. |
| Traditional project management methods result in slow reactions to market changes and emerging opportunities. | Competitors that have already adopted Agile methodologies may still maintain a competitive edge in the short term. |
| Change requests during technology implementation cause delays, confusion, and technical debt. | If communication gaps persist, Scrum adoption may not address the core issues of slow decision-making and unclear responsibilities. |

**Reference**

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

* Strengths are normally internal. For example, the firm has highly motivated development team members.
* Opportunities are events or impacts that can result from a strength. For example, the team can learn new skills quickly and improve productivity.
* Weaknesses are normally internal. For example, management does not understand the benefits of Scrum.
* Threats are events or impacts that can result from weakness. For example, management may resist transitioning to Scrum methodology.