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| **Strength** | **Opportunity** |
| **Skilled and Competent Team:** NAD Inc. has a strong team of skilled and competent traditional project managers. | **Adopt Scrum Methodology:** Implementing Scrum can address inefficiencies and improve time-to-market, helping NAD Inc. stay competitive. |
| **Collocated Work Environment:** The marketing, sales, and IT teams are collocated, which facilitates easier and more immediate collaboration. | **Leverage Collocated Teams:** Utilize the collocated environment to enhance collaboration and reduce time delays. |
| **Outstanding Product Line:** The company’s product line is described as outstanding, indicating strong potential in product quality. | **Improve Product Rollout Speed:** Speed up product rollouts to capitalize on first-mover advantages and meet market demands more effectively. |
| **Skilled IT Team:** The IT team has adequate technology and skilled personnel for upgrades and improvements. | **Enhance Data Processing:** Upgrade data processing and analysis to make timely, informed decisions and respond rapidly to market changes. |
| **Open to Change:** The marketing team and other stakeholders are open to adopting Scrum, indicating a willingness to adapt and improve. | **Streamline Communications:** Improve communication channels and decision-making processes to address stakeholder frustrations and speed up responses. |
| **Weakness** | **Threat** |
| **Lack of Scrum Experience:** None of the traditional project managers or teams have Scrum experience, which could hinder the initial adoption and effectiveness of Scrum. | **Competition Pressure:** The competitive environment demands faster and more efficient processes, which may be challenging given current weaknesses. |
| **Fragmented Communications:** Communications and collaboration are fragmented, leading to inefficiencies and slow decision-making. | **Delayed Adaptation:** Slow adoption of Scrum and improvements may continue to result in missed opportunities and competitive disadvantage. |
| **Missed Opportunities:** The company often misses opportunities to partner with large retailers due to slow and inefficient product rollouts. | **Increased Complexity:** Managing the transition to Scrum and improving processes amidst current inefficiencies could add complexity and risk. |
| **Delayed Technology Improvements:** Technology improvements often complete after competitors, resulting in lost competitive advantage. | **Stakeholder Frustration:** Ongoing fragmentation and inefficiencies may exacerbate stakeholder frustrations and impact overall team morale. |
| **Change Request Issues:** The number of change requests during implementation causes delays, confusion, and technical debt. | **Technological Lag:** Persistent delays in technology upgrades and the number of change requests could lead to technical debt and reduced market competitiveness. |

**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.