SWOT Analysis Summary

Their main strengths are that they have a lot of experience. The have been around for 25 years and they have worked with big companies like Inland Revenue. For weaknesses Optimation do not have roles in the company filled like Information Management Consultant, Principal Solution Architect, Principal Developer and Consultant Business Analyst so they are looking for people to fill them and in the IT field there is a shortage on people working in the IT field. They are looking for employees in general as well. They change or implement things that help businesses, so it takes a lot of time and resources and those types of projects don’t have the best success rate. For opportunities they can expand to more locations in Australia or countries and they can take advantage of new technologies to help their own and other businesses. For threats, information leaks and hacking will always be a problem because other businesses can take the information and use it to get ahead and if the business isn’t prepared for new technologies other businesses can take advantage of it and use it to get ahead of them. That is the SWOT analysis for Optimation.