Parking Lot Trash Pickup

| **Strengths** | **Weaknesses** |
| --- | --- |
| * Simple premise * Flexible * Cheap to get into * Lot’s of potential customers | * Lots of traveling * Lots of time on foot * Very manual |
| **Opportunities** | **Threats** |
| * New parking lots being built * New people moving = more trash to clean | * Companies could hire an employee instead * Increased environmental awareness might mean less loose trash |