

SWOT analysis:

Strengths:

- Our customer-centric approach involves close collaboration with customers to accommodate their change requests and assess the impact on the final product's pricing.

Weaknesses:

- We face challenges in team coordination, communication, task allocation, and have room for improvement in our knowledge base.

Opportunities:

- We can capitalize on the limited competition in our development niche by leveraging our contacts to increase visibility and expand our customer base.

Threats:

- Rival companies with superior coordination and task distribution may pose a threat to our customer acquisition and future development as a company.