**Appliance Warehouse SWOT Analysis**

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| **ANALYSIS OBJECTIVES** | |
| * Determine if adding a new service department is going to be good for our company’s expansion. | |
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| **INTERNAL FACTORS** | |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
| * We will be able to sell new appliances, sell replacement parts, and service appliances. * we will be a one-stop shop for all home appliance needs! * Increase about 13 jobs. | * We will need entire service team which will go out to service customer’s appliances. * Parts department might have to change their inventory and ordering process. * IT team will have to setup a way for customers/employees to make appointments. |
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| **EXTERNAL FACTORS** | |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
| * We will no longer refer customers to outside repair service companies. * increase parts sales by offering parts from our store. | * Online shops offering cheaper parts pricing. * Competitive repair shops offering cheaper pricing. * Parts department might not have parts which will cause delays for technicians and leave customers with a sour taste. |
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| **EVALUATION OF OBJECTIVES** | |
| * Yes, adding the new service department is going to add more opportunities for our company, and expand our business in many new ways. | |