

Example SWOT analysis: Sedibeng Breweries



About the company

Sedibeng Breweries is a medium-scale brewery located in the growing industrial center of Selebi Phikwe, Botswana. Their product is traditionally-brewed craft beer, targeted at white collar and working class Batswana alike.

Sedibeng's primary market advantages are their company culture, consistent "quality" branding, traditional brew recipes, and commitment to rural distribution.

SWOT analysis for Sedibeng B

Sedibeng Breweries	
SWOT Analysis	
S Strengths Capital stock: We've established and maintained a strong capital base. Marketing: Aggressive and focused marketing campaign with clear goals and strategies. Management team: We have wide experience in product and business know-how.	W Weaknesses Not tech-savvy: Establishing a reputation on the internet will be challenging. Quick expansion: There are a lot of new hires to train and organizational structures to learn. New: Don't have the reputation or money of big breweries.
O Opportunities Packaging: New generation of consumers appreciate high-end bottling and labeling. Craft beer niche: There is a growing community of craft beer appreciators in Botswana. Government programs: Promotions of and initiatives to support Botswana exports.	T Threats Vertical integration: Major breweries have control of supply and distribution channels to corner the market. Price fluctuation: Fluctuations in prices of supplies may occur. Competitive market: Expensive new marketing campaigns.

Potential strategies for growth

Build an online presence. Building and learning how to manage a basic website could be a huge marketing asset for Sedibeng. Operating without a website is increasingly rare, and ignoring this weakness for too long could have disastrous consequences.

Employee training. Developing an efficient employee onboarding process and training program will be increasingly critical to the company's ability to grow and manage culture.

Expansion. A potential business opportunity for Sedibeng Breweries is a government-subsidized export operation, ideally to target markets in neighboring countries that are very similar to their target markets in Botswana so that Sedibeng's strong marketing campaign can remain consistent.

This is one area in which being a small local firm could be a major advantage, but international market research and more information about the government export initiatives are required.

Potential strategies for growth

Find startup funding. Replay Plastics needs to investigate its [options for obtaining capital](#). Funding a new venture can take time, and because it's the step one of the long road to revenue—they must secure funding before they begin construction, and they must complete construction before they can begin revenue-generating recycling operations and packaging material production—time is of the essence.

Luckily, they have already written their business plan, which is often required by prospective lenders and investors.

Hire for growth. Replay Plastics may want to consider adding a research and development team, to investigate new product possibilities and keep the company's operations well prepared for any changes in state or federal environmental regulations.