SWOT Analysis Explained

Strengths: This is where the organization or group will determine how good they are at carrying out their business practices. The best way to get this information is from customers and outside viewers where bias can be removed, but only if done in a way that won’t jeopardize company assets and data.

Weaknesses: This is where the organization will determine their areas of weakness from within the business. This should be done from both within and outside the organization in to cover all areas while not exposing company weaknesses to the public.

Opportunities: This is where the organization or group should look at other organizations and reflect on what can be done to rise above competition. The organization should also look at social, political, and natural opportunities to find areas that need growth when presented with the proper assets.

Threats: This is where the organization should look at risks and vulnerabilities from within and outside the company in order to find out what threatens business continuity and company profits.

SWOT Analysis

Strengths:

* Employees with technical expertise
* Strong group foundation in security
* A product in a high-demand market
* High elasticity for technical controls
* High employee awareness for security

Weaknesses:

* Low budget
* Very small staff size
* Little corporate work experience
* Very complex tasks for a small system network

Opportunities:

* High market demand for security with the threat of A.I
* Low amount of technical expertise in the field to mitigate risks.
* Little to lose, with a lot to gain in profits.
* A lot of information for the public’s use on threats, especially on A.I
* Cloud technology is easy to use with cost, security, and compliance benefits.

Threats:

* The rise of the A.I threat.
* Malicious code
* Social engineers
* Phishing scams