

# Slack SWOT Analysis

-> Business

-> Customer

-> Technology



## Strengths

- > Freemium business model makes it attractive to price sensitive markets
- > Acquisition by Salesforce will attract more investors
- > Faster, secure, and organised way for teams to communicate
- > Users are able to contact other users who are not in the network (eg. a UW user is able to contact a non UW user through Slack)
- > Easy to share documents and files over Slack
- > Communication over Slack is easy
- > Continuous innovation of product



## Weaknesses

- > High operating cost of the company raises questions on sustainability
- > Major portion of the revenue is spent on sales and marketing
- > Although revenue continues to grow, the profit remained stagnant
- > First time users find it difficult to navigate the UI. It takes time getting used to the platform initially.
- > Takes time to find new users initially through workspace.
- > Free version does not have all the critical functions to use the product to the full extent



## Opportunities

- > Post COVID hybrid workspace demands like calendar integration, virtual meeting rooms etc
- > Strategic acquisition, collaboration, and partnerships to include new functionalities
- > Expanding into other sectors like education institutions
- > Easier UI for first time users
- > Improving calling features of product
- > Emerging technologies can easily be adapted into the Slack product



## Threats

- > Dependency on only one vendor for datacentre
- >- Intense competition from larger brands
- > Possibility of migrating to a new messaging platform due to the ease of conducting video calls within a group
- > Possibility of migrating to a new messaging tool due to simpler UI provided
- > With constant technological innovation, competitors may innovate faster than Slack