

ShowList Web Application (SWOT analysis)

SWOT stands for Strengths, Weaknesses, Opportunities and Threats, and is an important tool often used to highlight where a business or organisation is, and where it could be in the future. It looks at internal factors, the strengths and weaknesses of a business, and external factors, the opportunities and threats facing the business. The process can give you an overview of where the business, and the environment it operates in, is strategically. This is an important, yet so simple to understand, tool used by many students, businesses and organisations for analysis.

The following SWOT analysis looks at which is operating in industry. The analysis shows Showlist Web-App's Strengths, Weaknesses, Opportunities and Threats. The SWOT analysis will give you a clear picture of the business environment is operating in at the present time.

Strengths:

The strengths of a business or organisation are positive elements, something they do well and is under their control. The strengths of a company or group add value to it, and can be what gives it the edge in some areas over the competitors. The following section will outline main strengths of showlist :

- The services/products offered by ShowList Web-App are original, meaning many people will return to ShowList Web-App to obtain them.
- Experienced employees are key to the success of ShowList Web-App helping to drive them forward with expertise and knowledge.
- Development and innovation are high at ShowList Web-App with regard to their products/services, which is a sure strength in its overall performance.
- Having little competition, being one of very few companies providing this service/product is a major factor in ShowList Web-App's performance.
- Social Network strategy
- Up-to-date database (series, actors ...)
- MultiPlatform application
- Product customization
- Premier user experience

Weaknesses:

Weaknesses of a company or organisation are things that need to be improved or perform better, which are under their control. Weaknesses are also things that place you behind competitors, or stop you being able to meet objectives. This section will present main weaknesses of showlist :

- ShowList Web-App's R&D work is low and insignificant, which is a major weakness in IT Web-Application as it is constantly creating new products.
- The lack of staff experience is a major downfall for ShowList Web-App as it could lead to mistakes or negligence.
- Not having an effective marketing strategy seriously hampers the success of ShowList Web-App.
- The lack of business alliances is a major weakness for ShowList Web-App, as they will struggle to get deals, favours and partnerships.
- ShowList Web-App's lack of innovation limits its success, as there is no forward thinking.

- ShowList Web-App's lack of patents/proprietary technology puts it behind its rivals and is deemed as one of their weaknesses.
- The weak brand name compromises success for ShowList Web-App as it doesn't inspire people to buy their products/services.
- The weak market position of ShowList Web-App is a limitation to their overall success, as they are well behind their rivals.
- ShowList Web-App's limited product line is a major weakness.
- ShowList Web-App is behind its competitors with a low share of the market, which in turn leads to lower turnover.

Opportunities:

Opportunities are external changes, trends or needs that could enhance the business or organisation's strategic position, or which could be of a benefit to them. This section will outline opportunities that showlist is currently facing.

- Changes in technology could give ShowList Web-App an opportunity to bolster future success.
- ShowList Web-App could benefit from expanding their online presence and making more money from online shoppers/internet users.
- New market opportunities could be a way to push ShowList Web-App forward.
- Reaching out into other markets is a possibility for ShowList Web-App, and a big opportunity.
- Grasping the opportunity to expand the customer base is something ShowList Web-App can aim for, either geographically or through new products.
- Expanding the product/service lines by ShowList Web-App could help them raise sales and increase their product portfolio.
- Existing ShowList Application (IOS)

Threats:

Threats are factors which may restrict, damage or put areas of the business or organisation at risk. They are factors which are outside of the company's control. Being aware of the threats and being able to prepare for them makes this section valuable when considering contingency plans and strategies. This section will outline main threats showlist is currently facing.

- Regulations requiring money to be spent or measures to be taken could put financial or other pressure on ShowList Web-App.
- New products/services from rival firms could lead to ShowList Web-App's products/services being less in demand.
- Changes in the way consumers shop and spend and other changing consumer patterns could be a threat to ShowList Web-App's performance.
- High dependency on external databases.
- High dependency on Social Networks.