

# SWOT ANALYSIS

**Business Model:** Bicycle Food Delivery.

**Location:** Vaasa, Finland.

**Planner:** Trung Duc Nguyen

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STRENGTH	WEAKNESSES
<ul style="list-style-type: none"><li>• Team: Young IT background team, specialised in writing mobile and web application.</li><li>• Connection: Good connection with existing Asian restaurants in the city. Setting up and expanding with others Finnish restaurants.</li><li>• Pricing power: Delivery model with existing vehicles to save setup cost.</li></ul>	<ul style="list-style-type: none"><li>• Capital: Limited startup cost</li><li>• Team: Lacking experts in PR/Marketing/ Branding. Could get management issues when the team get bigger.</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Opportunities: No similar services in the city. (Restaurants have their own delivery services with limited option). The need of food delivery is getting higher.</li><li>• Location: Small city, short distances could reduce the cost of delivery that leads to small premium fee.</li><li>• Workforce: City of students (25% of the population) that make it easier to attract both part-time and fulltime workforce.</li></ul>	<ul style="list-style-type: none"><li>• Bigger competitor with ready resources could offer similar services.</li><li>• Hard winter could prevent attract workforce.</li></ul>