

## SWOT Analysis Exercise

### H+ Sport

#### Proposal to Start Up a Second Distribution Center

<b>Strengths</b> <ul style="list-style-type: none"><li>• Solves the current problem by significantly increasing our fulfillment capacity.</li><li>• Provides redundancy, so that we don't have a "single point of failure" with our current distribution center.</li><li>• Could provide capacity for future growth.</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Requires a major investment of capital and an increase in inventory.</li><li>• Requires building and managing a new team in a new location.</li><li>• Requires a software upgrade to support a second site.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• New facility could be located closer to some customers, allowing us to deliver orders faster.</li><li>• Extra capacity could allow us to fill orders more efficiently year-round.</li><li>• Improved service and efficiency could help us gain market share.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Remote location might be harder to manage</li><li>• If business declines, the second site might become unnecessary</li></ul>