

Colony Farm ## SWOT Analysis |Strengths|Weaknesses| |-|-| |

- entomology knowledge
- startup experience
- early to market
- low liabilities
- positive relationships with most farmers and other business owners in industry

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- new industry/few standards
- business arrangements slow (because industry is unknown)
- no contracts without samples
- low capital

| |__Opportunities__|__Threats__| |

- farm new insects not widely available
- develop new & efficient techniques (and advise others for fees)
- establish longstanding relationships
- low competition

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- potential regulations
- slow adoption by public
- movement could come & go as a fad (unlikely)
- large farm takeover (unlikely in near future)

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