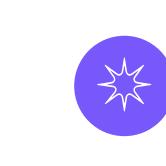


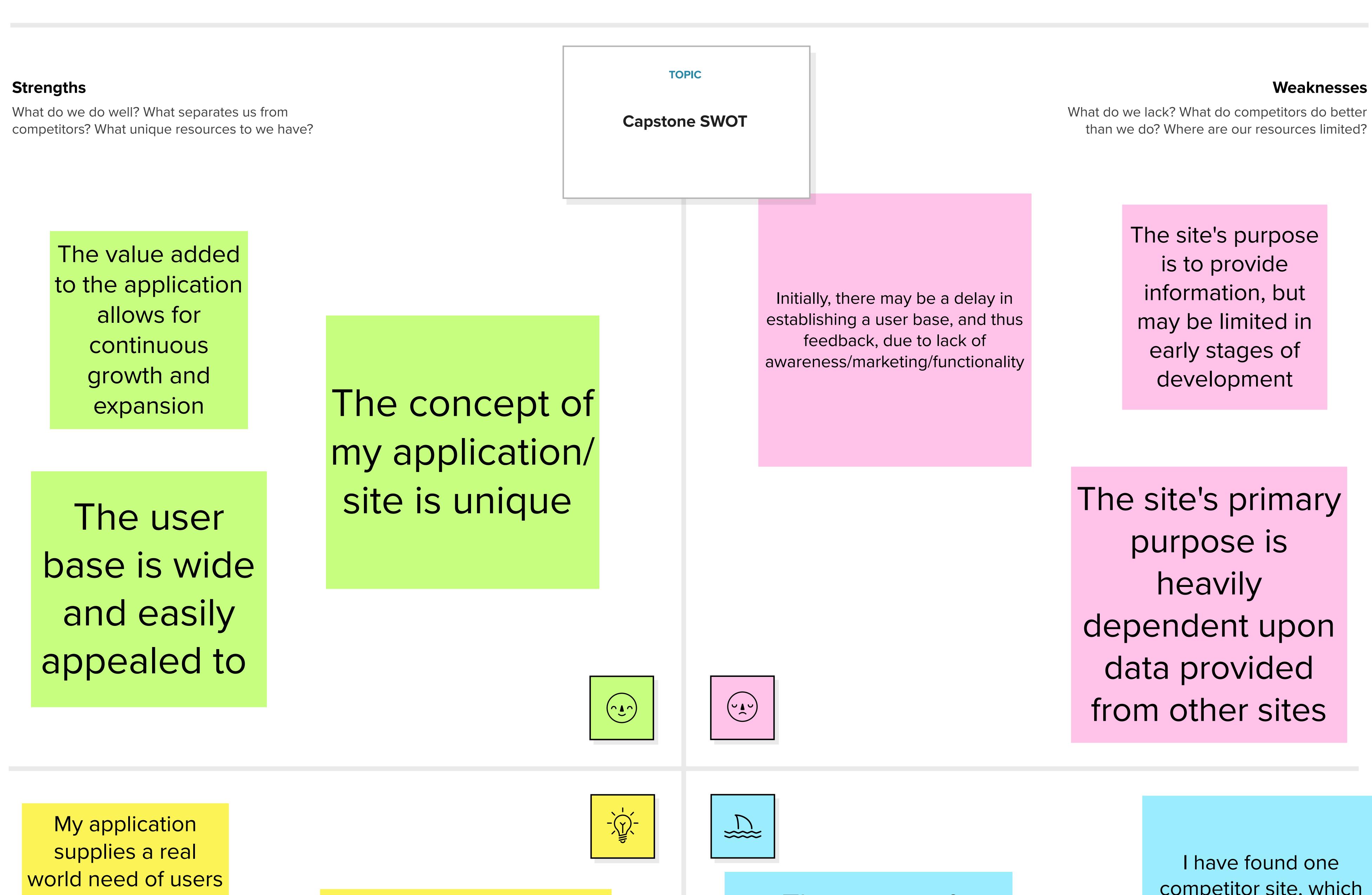
Strengths, weaknesses, opportunities, & threats (SWOT)

Use this framework to analyze your organization, or a specific product, service, project, or policy. Dividing your analysis into these four parts helps clarify the existing forces that will affect your organization's future.



Analyze one topic in four ways

On individual sticky notes, write the strengths, weaknesses, opportunities, and threats to your organization, product, or service. Cluster related notes, then give each theme a sentence-like label.



supplies a real
world need of users
quickly researching
ticket prices to get
the best option for
themselves

There is a secondary need being addressed which is to allow secondary ticket markets to easily perform comprehensive market research

People must
currently search
multiple vendor
sites to do research
when purchasing
event tickets

The scope of information provided, at least early on, will be limited to sites that offer free API data to

access

I have found one competitor site, which appears to be currently under construction: sportticketcompare.com

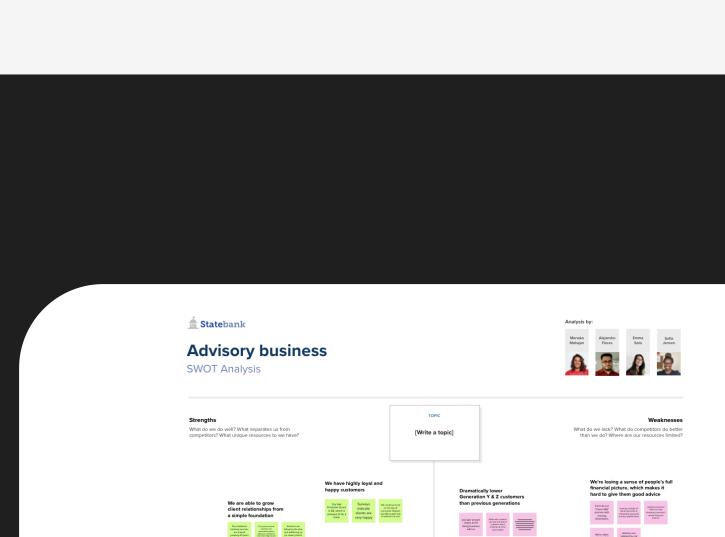
The idea could be quickly executed by a team with more resources while I am in the process of putting together my project.

Threats

What competitors are emerging?
What might get in the way of our success?

Opportunities

Where do we see ways to meet people's real-world needs? Where are people under-served by existing offerings?



We don't present clients with great options when their advisor leaves the firm

Control and principal and the state of the

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See a finished version of this template to kickstart your work.

Open example

Open example



