

| S | W | O | T |
|---|---|--|--|
| STRENGHTS | WEAKNESSES | OPORTUNITIES | THREATS |
| <ul style="list-style-type: none">• Things your company does well• Elements that separate you from your competitors• Internal resources, such as employees with special skills• Intellectual property, capital, proprietary technologies | <ul style="list-style-type: none">• Elements your company is missing• Things your competitors do better than you• Resource constraints• Ambiguous business proposition | <ul style="list-style-type: none">• Nonexistent market niche• Few competitors• Market that asks for or needs your product or service• Opportunity in marketing or RRSS• Monetization | <ul style="list-style-type: none">• Emerging competitors• Regulatory changes at the legal or administrative level• Negative press or poor coverage• Changes in the attitude of users towards your company or area |

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| Limited offer for very unique products, such as strawberry wine | No way to sell online means less people can buy from the farm | Ability to establish oneself as a gourmet shop for higher-income clients | Established competitors in the field from other regions benefit from sales online and a large variety of offerings, including tourism and partnerships with large distributors |
| Need to understand what resources are available.... | | Potential for increasing income by selling surplus online - if any. | Need to ensure that good practice is at play when it comes to farming and treating animals - otherwise may discourage clients from buying |
| | | Can become a leader of tourism in the area with more people willing to come for special events during high season (harvest festivals etc) | |
| good "marketing" with events locally known specialties (strawberry) all year products informative website nature awareness animial treatment - no massproduction or bad keeping attractive for customers that want to know where product is from, how its grown and be able to choose personally visible for bypassing people on their weekend trips winetasting strawberry self-picking | no online sales limited reach (regional) possibly less sales in low season higher prices than chain supermarkets open during business hours - a lot of working folks won't get there in time (weekends only) dependency on weather conditions / production differs yearly (unpredictable income) | expand beyond region on durable products delivery service regional to attract additional groups wider reach through social media to attract more local customers inform about current offers / new products / availability of seasonal products handcrafting & cutomization gift baskets vineyard tour partnerships | lot of farmers around increasing online sales people have limited time for shopping food regulations weather & climate dependant |
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