**RETAIL COMPANY SWOT ANALYSIS** **EXAMPLE**



* It is difficult to compete with large online distributors.
* A niche product has little broad appeal, making it hard to expand our customer base.
* We are not fully capitalizing on our social media opportunities.
* The rising cost of rent means we may have to increase our prices soon.
* One of our most popular products is entering a new version type; we may lose business if the new version is not as popular as the old one.
* Big-box retailers are starting to carry some of our more mainstream products.
* We are well known in the area for providing our products and services.
* We are able to special order individual niche items for our customers.
* Eighty percent of our events last quarter sold out in presale.
* By partnering with local groups, we can hold more inclusive events, thereby expanding our reach.
* We can participate in local fairs and conventions.
* The new mall may offer the possibility for a second/larger retail location.

RETAIL COMPANY SWOT ANALYSIS TEMPLATE



* Weakness one
* Threat one
* Strength one
* Opportunity one

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