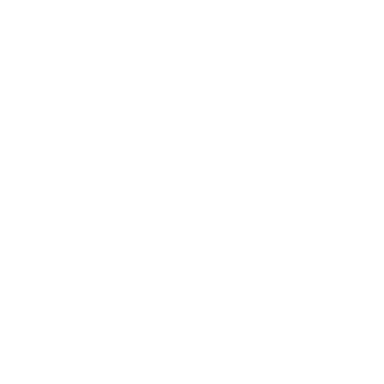
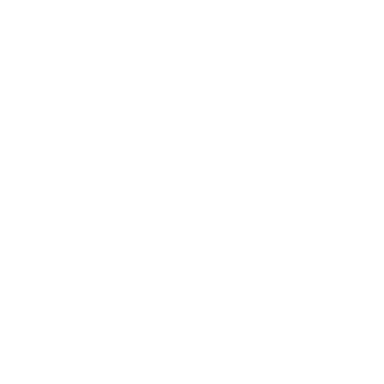
**[](https://www.smartsheet.com/try-it?trp=11731&utm_source=integrated-content&utm_campaign=/content/how-to-do-swot-analysis&utm_medium=Horizontal+Retail+Company+SWOT+Analysis+Example+doc+11731&lpa=Horizontal+Retail+Company+SWOT+Analysis+Example+doc+11731)RETAIL COMPANY SWOT ANALYSIS** **EXAMPLE**



* 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

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |