

Figure 2, SWOT Analysis

### SWOT Analysis for ABC & Associates

**Strengths**

- *Current Technology*
- *Ability to work in multiple computer-based programs*
- *Broad offering of services*
- *Strong strategic alliances*
- *Organization is a learning organization*
- *Willingness to adapt to change*
- *Pays attention to industry trends*
- *Experience level of Principal*
- *Quality of service*
- *Personalized service*
- *Solid community reputation*

**Weaknesses**

- *E-commerce capabilities are limited*
- *Limited financial resources*
- *Lack of personnel*

**Opportunities**

- *Create method to use client feedback to develop/improve new services*
- *Increase sales by linking to complimentary websites*
- *Ability to provide additional services – business planning, operations, financial management*

**Threats**

- *Competition has already successfully expanded service offerings*
- *Tighter profit margins*
- *Limited financial resources*