



STRENGTHS

- Does your business have a competitive advantage?
- Does your business possess an expertise?
- Can your business produce products cheaper?
- Can your business produce a higher quantity?
- Does your business have a superior reputation?
- Are your processes worthy of industry benchmarking?
- Do your managers exhibit the best communication?
- Can you deliver the product the fastest?
- Do you have a robust supply chain?
- Do you have the lowest employee turnover?

OPPORTUNITIES

- What could your business do if it wasn't doing this?
- What could you invest in if you weren't doing this?
- What is the business giving up to pursue this?

WEAKNESSES

- Is your workforce lacking expertise?
- Does your business have a poor reputation?
- Is cost of goods sold (COGS) disproportional to gross profit?
- Do your managers lack project management skills?
- Are you late with delivery?
- Is your quality subpar?
- Do your employees lack effective communication?
- Are your processes slowing you down?
- Are you often out of stock and need a more robust supply chain?

THREATS

- Are you losing market share due to new competitors?
- Is your compensation competitive?
- Are customers/clients dissatisfied?
- Is quality diminishing? Is it because of increasing supplier costs?
- Could your products/services become obsolete?
- If economy is slow, could supply chain go bankrupt?



EMERALD EXECUTIVE CONSULTING

STRATEGIZE | REALIZE | CAPITALIZE | REVOLUTIONIZE
OPTIMIZE ROI | MAXIMIZE OPERATIONS | PROCESS IMPROVEMENT