



CTA-215-WFCRC SWOT Analysis

Join WFCRC

The World Federation for Coral Reef Conservation
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For a Diver  Every day is Ocean Day TM

What is SWOT Analysis?

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SWOT analysis is a business analysis process that ensures that objectives for a project are clearly defined and that all factors related to the project are properly identified. The SWOT analysis process involves four areas: Strengths, Weaknesses, Opportunities and Threats. Both internal and external components are considered when doing SWOT Analysis, as they both have the potential to impact the success of a project or venture.

WFCRC SWOT Analysis

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The following is a brief summary of SWOT Analysis components for The World Federation for Coral Reef Conservation (WFCRC):

1. Strengths

Strengths are considered to be necessary for the ultimate success of a project. Strengths are resources and capabilities that can be used for competitive advantage.

- Volunteers are our best asset while divers are our biggest asset.
- Smart and Strong Branding over 13 years with emphasis on Coral Reefs and Earth Science.
- **WFCRC** is highly regarded in conservations arenas
- Good Corporate and Environmental citizens
- Knowledge Exchange Professionals
- Ability to execute within three months for final roll out.

2. Weaknesses

- Include factors such as lack of funding and an inadequate amount of materials and ability to travel to project locations.
- Ineffective and high cost structure
- As experienced volunteers leave the organization it creates a vacuum in the operations and retraining is time consuming and expensive.

2. Opportunities

Opportunities are classified as external elements that might be helpful in achieving the goals set for the project. These factors involve likeminded people who wish to work with the organization to help achieve success, the positive perception of the organization by the general public, and market conditions make the project desirable to the market.

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3. Additional Opportunities include:

- As GIS becomes more of a part of our basic activity we have more of an opportunity to find and use data from publically accessed servers which has not always been available to share on such a broad scale. To push this information down into the right hands now, will produce a new wave of interest in monitoring coral reef information as well as situational awareness while on the beach.
- When we push data and information, not previously shared, down into the hands of end users we have elevated the basic knowledge of coastal environments for the average person on the beach. It is a solution built around a location.
- Arrival of new GIS technology ([ESRI Hub](#))
- Fulfilled customer/partner needs
- Continuing education in business, GIS, and coral conservation and training

4. Threats

These external factors could gravely affect the success of the project or business venture. The possible threats that are critical to any SWOT analysis include a negative public image, no ready-made market for the final product and the lack of vendors who are able to supply raw materials for the project. Some other threats include:

- Trend changes
- New regulations
- New substitute products

To identify, analyze, and increase understanding of the environmental and societal impacts of coral decline by assessing impacts and risks to targeted

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species and sectors will provide a better long term avenue to protect the ecosystem we wish to save.

What can your generous contributions do?

- A donation of any amount will help offset the cost of developing and the execution of the [ESRI Hub](#) site built for monitoring and capturing data for the transitional zones between coral reefs and how man imposes on coral reefs.
- A donation of any amount will also help execute the Hub to catalogue and share citizen observations for project locations.
- Contributions will also allow us to defray the costs to purchase critical and relevant data sets to help further identify threats and development.

Thank you

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