
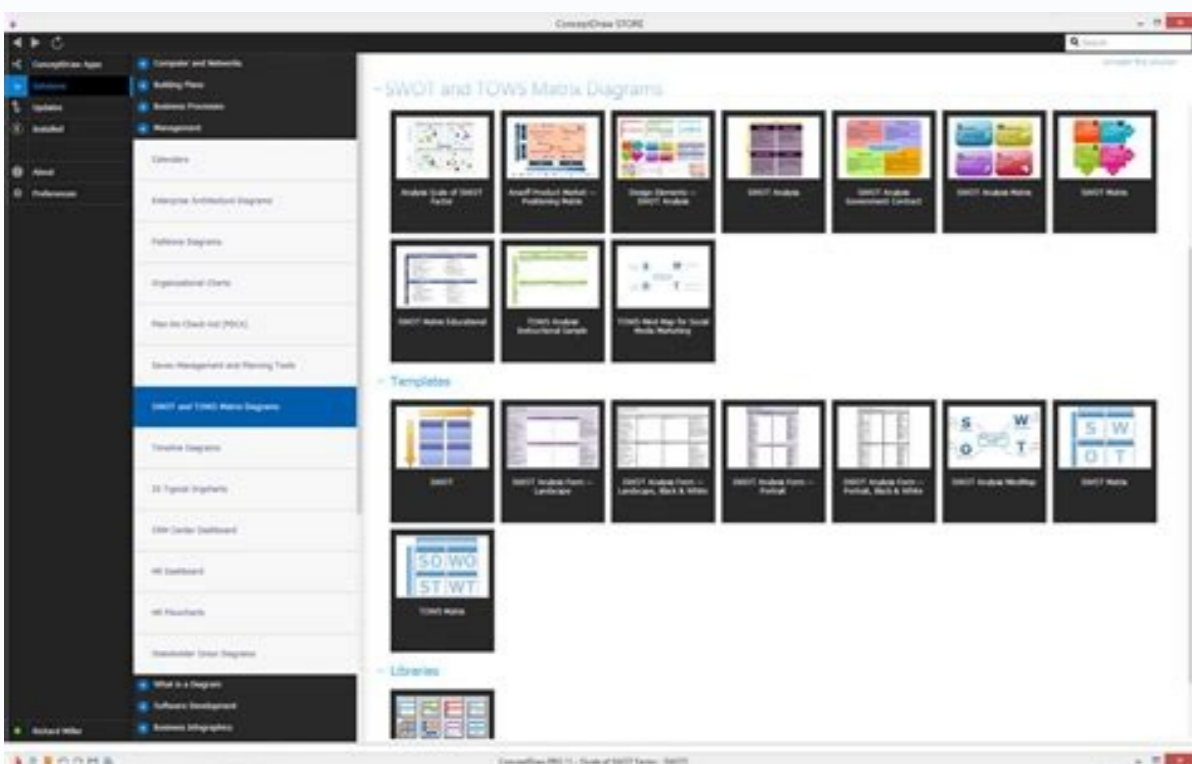


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Swot bivariate strategy matrix template



SWOT MATRIX FOR HEALTHY STYLE			
STRENGTHS		WEAKNESSES	
1 we offer home service 7 days per week, and different packages	2 we manage low prices	3 we offer physical and nutritionist counselling by two professionals	4 our organizational culture promotes a good work environment because there are good communication between managers and employees
1 we are new in the market	2 we have low earnings	3 we do not have enough budget for materials to train	4 most our clients are women
5 low level of customers			
OPPORTUNITIES		SO STRATEGIES	
1 people are looking for services to improve their health and their buying habits are increasing	2 the service sector has been increase last years	3 the number of collage students have been increasing the last years	4 people have more opportunities to study at collage
s2 create vip programs and promotions to customer that acuire our service for a long	s3 we can create a new plataform for graduates that would like to work with our firm by providing their information to our customers	s4	s5
THREATS		ST STRATEGIES	
1 sex roles, women have less participation at work	2 health and sport industry has been increasing	3 students become more sedentariness	4 traffic congestion has been increasing
5 unemployment rate has been increasing			
		WO STRATEGIES	
w1 make alliances with organizations that provide	w2 market penetration. Change the way of	w3 advertising, not just in social media but inside collage and institutes	
		ST STRATEGIES	
s1 we decide to extend our schedules from 5:30am-9pm for the classes	s2 establish new benefits for our possible employees	s3	s4
w4 we are going to hire more mowen trainers in order to offer confidence to our clients	w5 make alliances with universities offering a special program for their students.	t1 make some alliance with a firm that produces equipment for training that could be our patronator	t2

SWOT Analysis Template			
State what you are assessing here. (This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate too your own SWOT situation.)			
Criteria examples Advantages of proposition Capabilities Competitive advantages USP's (unique selling points) Resources, Assets, People Experience, knowledge, data Financial reserves, likely returns Marketing - reach, distribution, awareness Innovative aspects Location and geographical Price, value, quality Accreditations, qualifications, certifications Process, systems, IT, communications	Strengths	Weaknesses	Criteria examples Disadvantages of proposition Gaps in capabilities Lack of competitive strength Reputation, presence and reach Financials Own known vulnerabilities Timescales, deadlines and pressures Cash flow, start-up cash-drain Continuity, supply chain robustness Effects on core activities, distribution Reliability of data, plan predictability Morale, commitment, leadership Accreditations etc
Criteria examples Market developments Competitors' vulnerabilities Industry or lifestyle trends Technology development and innovation Global influences New markets, vertical, horizontal Niche target markets Geographical, export, import New USP's Tactics: eg. surprise, major contacts Business and product development Information and research Partnerships, agencies	Opportunities	Threats	Criteria examples Political effects Legislative effects Environmental effects IT developments Competitor intentions - various Market demand New technologies, services, ideas Vital contracts and partners Sustaining internal capabilities Obstacles faced Insupermountable weaknesses Loss of key staff Sustainable financial backing Economy - home, abroad Seasonality, weather effects

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