

Internal Factors		External Factors	
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ▪ Favorable customer perception ▪ Adaptable customer service orientated staff ▪ New Customer Relationship Management package ▪ Engineers and technicians with high level skill sets ▪ No other Apple authorized service center in geographic location 	<ul style="list-style-type: none"> ▪ Obsolete accounting system ▪ Inability to predict needed time to complete projects for cost projections ▪ Lack of certifications ▪ Documentation procedures lack standardization ▪ No BDR solution in place 	<ul style="list-style-type: none"> ▪ Aging phone systems of local firms present opportunities for new implementations and support ▪ Backup and Disaster Recovery planning and implementation ▪ Network analysis opportunities developed through marketing activities ▪ Downsizing is creating more of a market for managed service accounts 	<ul style="list-style-type: none"> ▪ Layoffs cause reductions in demand for customer's products and services ▪ The current recession causing customer's to delay needed services ▪ Loss of key personnel ▪ Lost sales to customers who buy solely on price