

DEFINING A STRATEGY

MARKET SITUATION – SWOT analysis

THIS IS A SAMPLE AND NEEDS UPDATING DEPENDING ON YOUR BUSINESS

Company		The Competition		The Market	
STRENGTHS	WEAKNESSES	STRENGTHS	WEAKNESSES	STRENGTHS	WEAKNESSES
Client Name herself	Marketing strategy at present	They have more of a proactive marketing strategy in place	Not as established	Competition is high locally and nationally /London based	Have people had enough of airbrushing and fashion?
Location	Commercial client market could be stronger	More established offline and online presence	They may not offer as much bespoke work or the variety of services – see the USP	High demand for services	Will clients assume Client Name is expensive?
Opportunities for new business – commercial and individuals	Presence isn't as well known, currently			Affluent local area	
Service variety				Nation of fashion and style lovers	
Making connections within the community					
Niche areas that are covered					
Alliances and partnerships					
OPPORTUNITIES	THREATS	OPPORTUNITIES	THREATS	OPPORTUNITIES	THREATS
Social media and Networking development	Competition is high locally	May have their own growth plans that are further down the line at this stage	More testimonials and case studies	Growth potential	Growth potential of online vloggers and bloggers. Will people work this out for themselves
Lead generation through building a database and effective marketing campaigns	Not well established at present				
	Pricing perception. Initially it is seen as expensive, but once explained then clients always come round				