

SWOT EXAMPLE F A TOY BUSINESS

Strengths:

- We have a great location and a unique atmosphere for doing business.
- Our customer service is outstanding, which results in most of our customers being repeat buyers. This means that we already have an established base of loyal customers and should be able to continue growing our customer base through word-of-mouth advertising.
- We're also committed to providing high-quality products at affordable prices. Most of our competitors charge more than twice what we do for similar products, but it's not just about cost—our company has been getting rave reviews from users who love how our product works!

Weaknesses:

- The main weakness of this business is that it only operates during the summer months when school is out for summer break. During these months, there's plenty of demand for traditional toys like bouncy balls or rubber duckies because kids can't go outside during school hours as often as they'd like (or at all). However, during other parts of the year, when school starts back up again in the fall, there isn't always enough demand left over from summer vacationers, so sales can drop significantly from one season into another unless promotions are done well enough beforehand (which hasn't happened yet).
- Another weakness is that we don't have any outside funding to help grow our business. We've been able to make the most of what we have, but if we had more capital at our disposal, it would allow us to hire more employees and expand into other markets with unique products that people might not expect from a company like ours.

Opportunities:

- One opportunity we have is to expand our product line. We've been working on a new toy called "Color Physics," which uses scientific principles to create a fun game where players try to predict how different colors mix before mixing. This could be marketed as an educational toy which would help us sell it in schools and other learning institutions around the country during the school year when there's less demand for traditional toys like bouncy balls or rubber duckies.
- Another opportunity is that we've started doing some market research into what people are looking for in toys these days. We think that if we can find a way to incorporate more technology into our products, then people will be interested in them again.

Threats:

- We're worried that other companies might be able to see the potential in this idea and steal it from us before we can market it.
- We also think there's a possibility that people might not want to buy something that encourages them to learn about chemistry—especially if it's too complicated for them.

- People also don't seem interested in buying toys these days, and if this trend continues, we could be in trouble.
- Another threat is that if we want to start selling our products online, we'll have to find a way around Amazon. They've a huge share of the online retail market right now, so it would be hard for us.
- We are also going up against some big competitors. Hasbro, Mattel, and Spin Master all have a hold on the market in terms of toys that are educational and fun to play with. They've had years of experience and research behind them, so it will be hard for us to break into this market unless we find a way around their patents or develop something completely new ourselves.