

**SWOT TOWS analysis  
of the flower shop Coquette**

**Developed by:**

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**Table 8. TOWS: Will threats weaken strengths?**

Threats/ Strengths	T1	T2	T3	T4	T5	Weight	Number of interactions	Product of weights and interactions	Rank
S1	0	0	1	1	0	0,2	2	0,4	2
S2	1	0	0	0	0	0,2	1	0,2	3/2
S3	0	1	1	0	1	0,3	3	0,9	1
S4	1	0	0	0	0	0,1	1	0,1	5
S5	0	0	1	0	0	0,2	1	0,2	3/2
Weight	0,2	0,3	0,2	0,1	0,2				
Number of interactions	2	1	3	1	1				
Product of weights and interactions	0,4	0,3	0,6	0,1	0,2				
Strength of the feature	2	3	1	5	4				
Amount of interactions	16/2								
Amount of products							3,4		

Source: Own elaboration.

**Table 9. SWOT: Will identified weaknesses prevent the organization from taking advantage of emerging opportunities?**

Weaknesses/ Opportunities	W1	W2	W3	W4	W5	Weight	Number of interactions	Product of weights and interactions	Rank
O1	1	1	0	0	0	0,2	2	0,4	3
O2	0	1	1	1	1	0,2	4	0,8	1
O3	0	0	0	1	0	0,1	1	0,1	5
O4	1	0	1	0	0	0,3	2	0,6	2
O5	0	0	1	0	0	0,2	1	0,2	4
Weight	0,3	0,1	0,3	0,1	0,2				
Number of interactions	2	2	3	2	1				
Product of weights and interactions	0,6	0,2	0,9	0,2	0,2				
Strength of the feature	2	3/3	1	3/3	3/3				
Amount of interactions	20/2								
Amount of products							4,2		

Source: Own elaboration.