

SWOT analysis of the flower shop Coquette

Developed by:

.....
.....
.....

Table of Contents

Introduction.....	3
1. Characteristics of the Examined Enterprise.....	4
2. Company Mission and Aims.....	5
2.1. Company Mission.....	5
2.2. Company Aims.....	5
2.3. Company Strategy.....	5
3. Identification and Description of Factors.....	6
3.1. List of Factors.....	6
3.2. Evaluation.....	6
3.3. Strengths.....	9
3.4. Weaknesses.....	10
3.5. Opportunities.....	10
3.6. Threats.....	11
4. Evaluation of the Strategic Position.....	13
4.1. Detection of Dependencies.....	13
4.2. Evaluation of Variants of Strategy.....	14
5. Choice of Strategy. Conclusions.....	17
List of Tables.....	19

3. Identification and Description of Factors

3.1. List of Factors

We have created a list of the strengths and weaknesses of the flower shop Coquette, as well as the opportunities and threats in its surrounding area. Next, each factor was evaluated according to its level of influence and assigned a rank. The five most important strengths and weaknesses were selected and will be further analyzed.

By conducting a brainstorming session, we were able to determine a list of the strengths and weaknesses of our company, as well as the opportunities and threats in its environment. All of the identified factors were then placed in the SWOT matrix.

Table 1. SWOT matrix

<p>Strengths:</p> <ul style="list-style-type: none"> ▪ good localization; ▪ low rent; ▪ professional staff; ▪ attractive prices; ▪ quick fulfilling of orders; ▪ online selling; ▪ own car. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> ▪ lack of a well-known brand; ▪ small range of products; ▪ lack of experience in marketing and Internet advertisements; ▪ small equity capital; ▪ perishable goods; ▪ design and the functionality of the premises; ▪ small number of employees.
<p>Opportunities:</p> <ul style="list-style-type: none"> ▪ constant demand for services of this kind; ▪ the activity of the Polish Florists' Association; ▪ seasonal sale increase; ▪ small distance from the flower market; ▪ development of shopping online; ▪ railway modernization; ▪ city development; ▪ fast speed of life (orders for a given time). 	<p>Threats:</p> <ul style="list-style-type: none"> ▪ local competition; ▪ competition from the region; ▪ supermarkets; ▪ low threshold of entering the business; ▪ small number of the residents of the city; ▪ problems with maintaining the accounting liquidity; ▪ weather factor.

Source: Own elaboration.

3.2. Evaluation

We estimated the influence of the identified strengths and weaknesses of the flower shop Coquette and assigned them a rank with a determined meaning. Next, we multiplied