

Detailed SWOT analysis for a computer shop

The slide includes the strengths, weaknesses, opportunities, and threats analysis of the computer shop. It helps in building what the company does well, and what it lacks, seeing new openings, and minimizing risks.



Strengths

- Wide selection of computer products
- Experienced and knowledgeable staff
- Good location with high foot traffic
- Strong reputation for quality products
- In-store services such as repair and technical support
- Competitive pricing and frequent sales
- Established relationships with suppliers and manufacturers



Weaknesses

- Limited brand recognition and marketing budget
- Limited online presence and e-commerce capabilities
- Limited geographical reach and customer base
- Limited selection of pre-built systems
- High overhead costs for in-store operations



Opportunities

- Expansion into online sales and e-commerce
- Targeting new customer segments, such as gamers or businesses
- Developing new in-store services, such as custom system building or networking services
- Strategic partnerships with local businesses or organizations
- Capitalizing on trends in the computer industry, such as the growth of gaming or remote work



Threats

- Competition from established retailers and online marketplaces
- Rapid changes in technology and product cycles
- Economic downturns or market fluctuations
- Supply chain disruptions or shortages
- Potential for disruptive technologies or new market entrants

Computer Reservation System Swot Analysis

Camilla Rothe



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