

SWOT Analysis - an example



- Ours:
- We are their first client in a new market
 - Small but growing business

- Theirs:
- Leader in their home market
 - Deal in both raw materials & finished products
 - Better access to market information
 - Good technical support capacity

Preview from Notesale.co.uk
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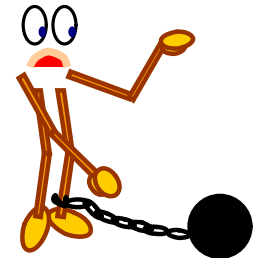
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Ours:

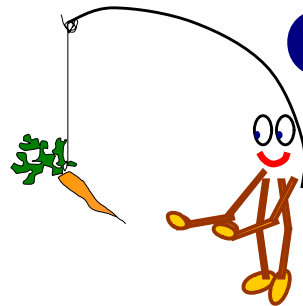
- Relatively small purchase volume
- Lack of negotiation skills
- Lack of experience in our market

Theirs:

- Excess capacity
- No product differentiation



- Long term contract - guaranteed supply
- They provide training to our product design staff
- Possibility to buy back some of our production



- They may force us into sole source contract that restricts sourcing elsewhere
- They may sell to our competitors too
- They may withdraw from our market not successful
- They may increase prices at the end of the first contract



Achilles Utilities Vendor Database - [Achilles Search]

File Help

General | Product/Service (1) | Product/Service (2) | Financial | Quality/Capacity | Ultimate Parent Company

Search Screen: **Product/Service Information (1)**

Product/Service Categories

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☒ Select suppliers satisfying ONE or MORE of the specified categories
☐ Select suppliers satisfying ALL specified categories

Text Product/Service Description



☐ Match specified Product/Service description against category text

☒ Select suppliers matching BOTH category(ies) AND description ("narrow search")
☐ Select suppliers matching EITHER category(ies) OR description ("wide search")

Supplier Selection

☐ All ☒ Registered Only ☐ Registered + New Applicants ☐ Internally Qualified Suppliers

Quick Search



ITC M5:U8:8.4-5



Your supplier information base

- **List below those types of information that currently are - and aren't - in your supplier files.**
 - **Kinds of information available in your company's supplier files:**
 - **Kinds of information not currently available in your company's supplier files:**
 - **Why the information has not been collected or well organised.**