**Example of SWOT Analysis – Focus Strategic Planning**

**STRENGTHS**

* Strong budget and financial records for years 2012-2015
* Loyal customer base – at least 3 years custom
* Management team
* Relationship with stakeholders
* Relationship with local authority
* Ofsted Grade

**THREATS**

* Changes to funding
* Changes to legislation
* Ofsted grade change and new common inspection framework
* Change in customer demographics – transient eastern European families

**OPPORTUNITIES**

* Available budget to upgrade ICT systems
* No new competitors have entered the market in last 24 months – market share available

**WEAKNESSES**

* Current employees have skills gaps
* Difficulty in employing for new senior position
* Slow to react to changes in legislation