

# A SWOT Case Study

## Pete's Plumbing and Your Business

Item	Pete's Plumbing	Your Business
Strengths	Locally owned Great reputation Long list of satisfied clients	
Weaknesses	Social networking = ? Yellow pages marketing No computers in the office	
Opportunities	New development Remodeling is on the upswing SBA Loans	
Threats	Big box retailer has plumbers Others use computers Unreliable cash flow	

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## Daphne Dance Company and Your Business

Item	Daphne Dance Company	Your Business
Strengths	Great reputation Knows sign language Savings to cover startup costs	
Weaknesses	Startup mode No experience being self-employed No support structure	
Opportunities	Dancing is “hotter than ever” Friends can get her on TV Studio space available	
Threats	Health club can hire someone else Other dance instructors Difficult to get financing	