# Example of SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
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<td>• capabilities or cost advantages</td>
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**Example of SWOT Analysis**

- **Strengths**
  - capabilities or cost advantages
  - a new and/or state-of-the-art facility
  - cultural connections
  - extraordinary reputation
  - other aspects that add value
  - special expertise and/or experience
  - superior location or geographic advantage

- **Weaknesses**
  - absence of marketing plan
  - damaged reputation
  - gaps in capabilities or service areas
  - lagging in technology
  - management or staff problems
  - own known vulnerability
  - poor location or geographic barriers
  - undifferentiated service lines

- **Opportunities**
  - a market vacated by a competitor
  - availability of new technology
  - changes in population profile or need
  - competitor vulnerabilities
  - lack of dominant competition
  - new market segment that offer improve profit
  - new vertical, horizontal, or niche markets

- **Threats**
  - a competitor has an innovative product or service
  - a new competitor(s) in your home market
  - adverse changes in reimbursement or regulations
  - changing insurance plans and/or contracts for major area employers
  - competitors have superior access to channels of distribution
  - economic shifts