

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

DJ Losen



Computer Reservation System Swot Analysis:

Hospitality and Tourism Marketing Robert Ebo Hinson, Ishmael Mensah, George Kofi Amoako, Esi Akyere Mensah, Isaac Coffie, Eddy Khosa, 2024-04-05 Hospitality and Tourism Marketing Building Customer Driven Hospitality and Tourism Organizations is an absolutely crucial book in light of the world post COVID 19 Following the pandemic big hotel chains like the Accor Group and Marriot closed outlets but post COVID 19 the global hospitality and tourism sector is bouncing back In bouncing back though the pandemic brought to the fore the absolute need for high levels of customer centricity in a world that was gripped by fear This new Hospitality and Tourism H T Marketing book takes a customer oriented approach to discussing marketing discipline in the global H T sector With chapters spanning topics like service characteristics of hospitality and tourism marketing people management strategies for service businesses consumer behaviour designing and building brands electronic marketing internet marketing database marketing and direct marketing and relationship marketing this book has the right balance of technology and consumer oriented topics to provide the right balance for tourism marketing practitioners post pandemic

Operations Management Alison Bettley, David Mayle, Tarek Tantoush, 2005-10-03 This reader is an outstanding piece of work It captures the essence of operations management by providing an interesting and sometimes provoking set of readings It also provides an excellent review of the topic Its approach to operations management is both topical and comprehensive The editors have done an outstanding job of including many of the significant recent developments in the area particularly in the technology and operations strategy areas Nigel Slack Professor of Operations Strategy Warwick University *ICTR 2020 3rd International Conference on Tourism Research* Dr. José Martí-Parreño , Dr. Roberto Gómez-Calvet , Dr. Javier Muñoz de Prat, 2020-03-27 *Modern Dictionary Of Tourism* Karan Raj, 2002

Strategic Management for Decision Making Michael J. Stahl, David W. Grigsby, 1992

The Business of Tour Operations Pat Yale, 1995 Looks at the trends and issues currently affecting the industry and provides an up to date analysis of the sector Suitable for G NVQ BTEC HND and degree courses *Tourism Marketing* Les Lumsdon, 1997 An introduction to marketing within the context of the international tourism industry Focusing on core marketing theory and practice this text takes a critical approach to encourage greater depth of learning and includes topics of current interest such as relationship marketing Student learning is reinforced by the provision of numerous cases mini cases summaries reflection points questions and exercises

Tourism Ray Youell, 1998 This book is designed to provide a basic introduction to the tourism industry and is an ideal text for students requiring a concise and comprehensive introduction to the subject area

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