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, seizing 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 geographic 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

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

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Computer Reservation System Swot Analysis

S. Medlik

Computer Reservation System Swot Analysis:

ICTR 2020 3rd International Conference on Tourism Research Dr. José Martí-Parreño ,Dr. Roberto Gómez-Calvet ,Dr. Javier Muñoz de Prat,2020-03-27   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   **Strategic Management for Decision Making** Michael J. Stahl,David W. Grigsby,1992

Tourism Information Technology, 3rd Edition Pierre J Benckendorff,Zheng Xiang,Pauline J Sheldon,2019-02-21 Fully updated this new edition covers IT applications and social media across the industry including airlines travel intermediaries accommodation food service destinations events and entertainment Organized around the visitor journey it considers how tourists use technologies for decision making before during and after their travels   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   *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   **Strategic Management** ,2005   **Strategic Management** John R. Montanari,Cyril P. Morgan,Jeffrey S. Bracker,1990   Dictionary of Travel, Tourism and Hospitality S. Medlik,2003 This new edition combines within two covers A dictionary of 2500 terms Descriptions of 300 organizations A biographical dictionary of 100 personalities Explanations of 1200 acronyms and abbreviations Key data for well over 200 countries A concise bibliography listing more than 100 useful sources of further information The author s long and wide experience of these fields makes this an indispensable companion for students and teachers and those employed in relevant businesses and organizations as well as for the travellers tourists and guests who are the raison d tre of

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