

# 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 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

# Computer Reservation System Swot Analysis

**Scott C. Dulebohn**



## **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

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