

# SWOT ANALYSIS

**TOPIC:** Business Start Up - Small Recruitment Agency (Health Specialist)

INTERNAL

## Strengths

*What are your advantages? What do you do well?*

- We are able to respond very quickly as we are a small company
- Our chief consultant has brought some excellent contacts with her
- We are able to give really good customer care, as initial workload means we have plenty of time to devote to customers
- We can change direction quickly if we find that our marketing is not working
- We have small overheads, so can offer competitive value to customers

## Weaknesses

*What could you improve? What do you do badly?*

- Difficulty sharing written documentation
- Body language signals are not as clear
- Unreliable technology and systems
- People are threatened by being 'on-camera' (anxiety)

EXTERNAL

## Opportunities

*What prospects can see? What are the interesting trends?*

- Privatisation of health care is a growth area
- We could utilise social media
- People are trending away from multi nationals and back to small business
- We could service a niche market eg: Specialist midwifery
- We could offer follow up services like induction and training
- We can utilise local support networks

## Threats

*What obstacles do you face? What is your competition doing?*

- Competition can afford better marketing and advertising
- State governments use a tender process which require past referrals
- Other agencies have better access to temp staff as they can offer them more hours
- Webpages are expensive and this will need maintenance
- Bigger agencies mean bigger networks
- We won't have the capacity to invite as much risk as other agencies