

SWOT EXAMPLE

<u>INTERNAL FOCUS</u>	
<u>STRENGTHS</u> <i>Use as Examples</i> Local Presence Experienced Staff Choice Association Personal Contact Product Portfolio More Professional More Knowledge of Industry Represent Consumer Customer Care – Educate Trust Flexibility	<u>WEAKNESSES</u> <i>Use as Examples</i> Financial Support Advertising Brand Recognition Lack of Mass Marketing Training Automation Autonomy Resources Staffing
<u>EXTERNAL FOCUS</u>	
<u>OPPORTUNITIES</u> <i>Use as Examples</i> Product Diversification Ownership of Book Growth through Acquisition Consumer Dissatisfaction w/ Big Business Flexibility to React Profit Increases Automation Segmentation Choice of Carriers	<u>THREATS</u> <i>Use as Examples</i> Decreased Compensation Lack of Markets/Capacity Carriers with Multiple Channels Stock Market Regulation Legislation Legal