

# SWOT Analysis

ISO 9001:2015 Issues 4.1	Internal	<b><u>Strengths:</u></b> Years of Experience Strong family ownership Business knowledge Employee engagement Financial strength Leverage technology “A” level talent State of the art production equipment Patents Competitive benefits Close tolerance Strong Customer Relationships Friendly family-like atmosphere Company values are modeled at every level	<b><u>Weaknesses:</u></b> <ul style="list-style-type: none"> <li>• Time to market</li> <li>• Employees don’t trust leadership</li> <li>• Lack of customer diversification</li> <li>• Narrow market</li> <li>• Marketing</li> <li>• Burn out</li> <li>• Turnover</li> <li>• Anticipated retirements</li> <li>• Employees not reliable</li> <li>• Supervision focus on production while stated goal is customer quality</li> <li>• Lack of knowledge on new equipment</li> <li>• Low productivity (sales \$ per employee)</li> </ul>	Internal context – Consider issues related to; values, culture, knowledge, and performance of the organization. <i>ISO 9001:2015 4.1 Note 3</i>
	External	<b><u>Opportunities:</u></b> Available capacity New markets Automation New raw material development Proactive supply chain management Free Trade New business development High demand for product Apprenticeship programs Prevention based quality	<b><u>Threats:</u></b> Competition Change of industry regulations Strength of dollar Environment Access to capital Expiring patents	External context – Consider issues arising from; legal, technological, competitive, market, cultural, social and economic environments, whether international, national, regional or local. <i>ISO 9001:2015 4.1 Note 2</i>

(...issues that are relevant to your purpose and strategic direction and effect your ability to achieve the intended results of your QMS)