



# Internal Factors

**S**

**Strengths**

Long term employees  
 DIVE Alert Sch Entry into oceans  
 offer later time to complete Sch.  
 Full Current rates, know Existing  
 Always COPY of PO.

**Weaknesses**

**W**

Special Order process  
 NOT consistent or work Arounds  
 Sometimes quote wrong prices  
 even - Promise something  
 Lack of Explaining process  
 too busy and dont call back  
 Customer

**O**

**Opportunities**

build A Relationship with  
 Customer to come back  
 More Income for you  
 And Semblance  
 Increase CSI  
 Build further Trust



**Threats**

**T**

Lack of parts or  
 poor availability  
 Lack of tools  
 Corona Virus  
 Tiredness Employees  
 or Calling out sick

# External Factors