

# SWOT Analysis

Strengths (+)	Weaknesses (-)
<p><b>STRONG SALES TEAM</b>            - ABLE TO KEEP UP WITH MARKET SHARES AND HOLDING THE GROSS WITH THE LITTLE TEAM WE HAVE</p> <p><b>CLEAN DEALS</b>            -ALL STIPS COLLECTED, CREATING A SEAMLESS PROCESS TO GET PAID ON DEALS. NO COLLECTION EFFORTS</p> <p><b>CULTURE</b>            - GREAT WORK/LIFE BALANCE IS VERY IMPORTANT. FAMILY OWN OPERATED</p>	<p><b>NEW MANAGERS</b>            -PROMOTED FROM WITHIN BECAUSE WE ARE GREAT SALES PEOPLE BUT LACK MANAGING PEOPLE EXPERIENCE.</p> <p>-SALES TEAM            -IT'S NOT A PERFECT WORLD AND SOME LACKS MOTIVATION. TEAM WORK IS NOT A PRIORITY FOR SOME AND A CLASH BETWEEN EACH OTHER HAS BEEN A LITTLE MORE COMMON THAN USUAL.</p>
<p><b>TRAINING</b>            - TRAINING PROGRAMS SCHEDULED FOR BOTH MANAGERS AND SALES STAFF</p> <p><b>STRUCTURED MEETINGS</b>            -EFFECTIVELY HOLD A SALES MEETING THAT MOTIVATES STAFF</p>	<p><b>COVID!!!</b>            COVID IMPACTED US LAST YEAR AND HAS DONE SO AGAIN IN JANUARY. CREATING ISSUES IN PRODUCTIONS AND PRE ORDER DEPOSIT WITH CUSTOMERS.</p>
Opportunities (+)	Threats (-)

