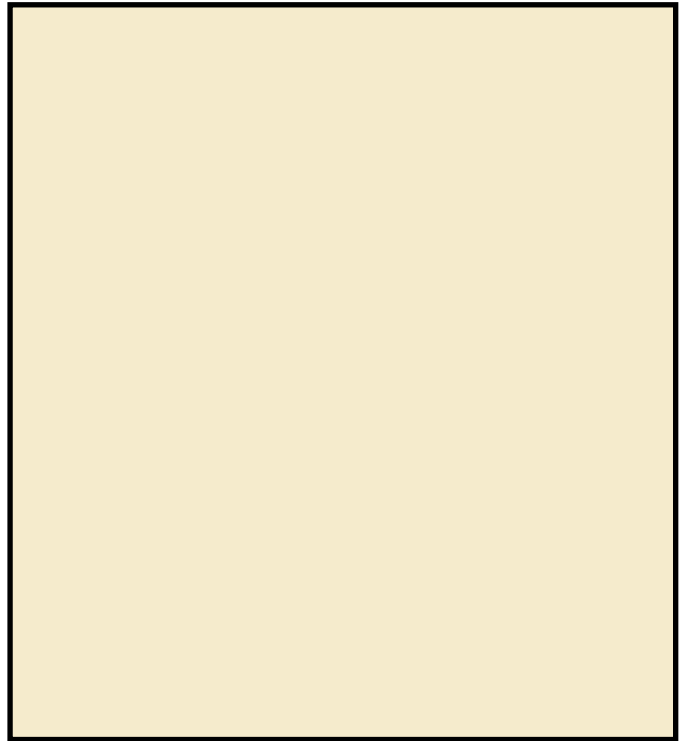


SWOT Analysis

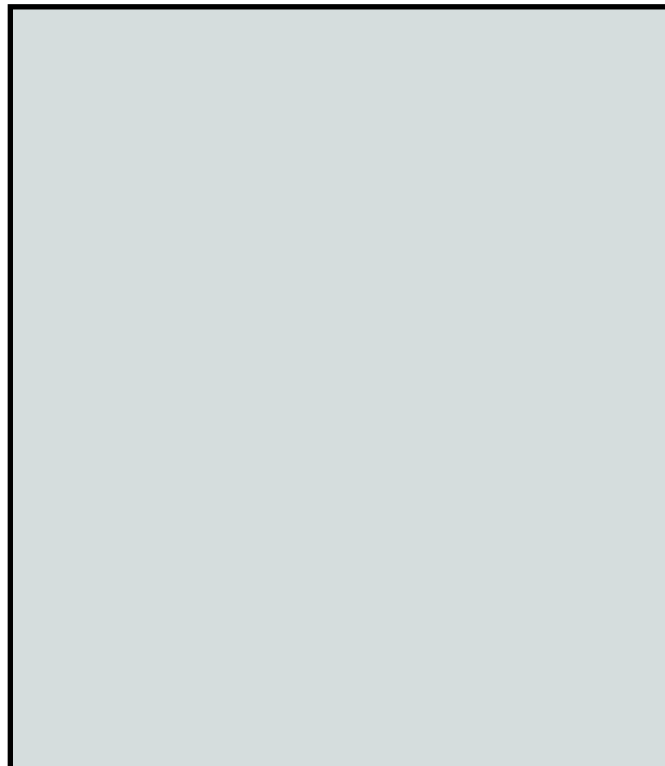
Strengths

A large, empty rectangular box with a light pink background and a black border, intended for listing strengths.

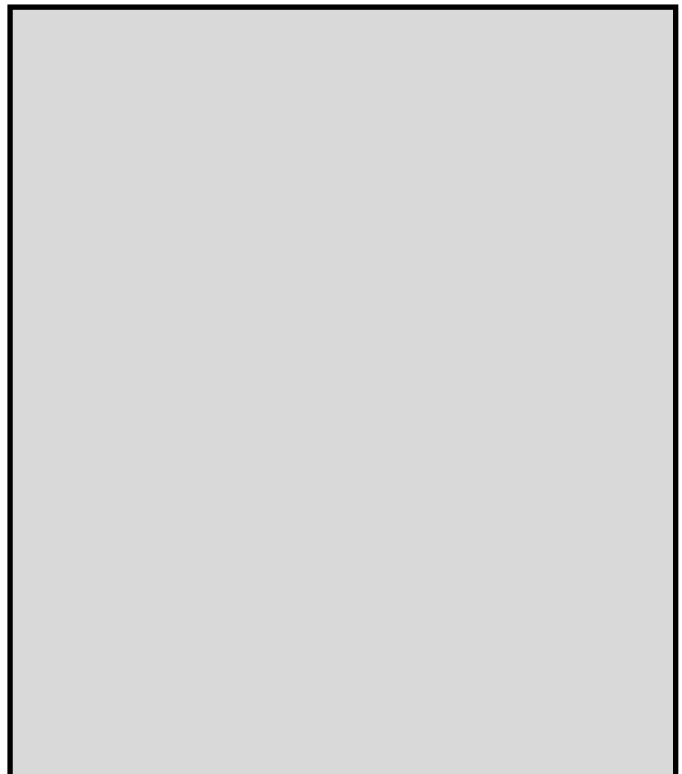
Weaknesses

A large, empty rectangular box with a light yellow background and a black border, intended for listing weaknesses.

Opportunities

A large, empty rectangular box with a light blue background and a black border, intended for listing opportunities.

Threats

A large, empty rectangular box with a light gray background and a black border, intended for listing threats.

SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats

- Evaluating strengths and weaknesses is typically an internal review, looking at the business in relation to competitors.
- Evaluating opportunities and threats is looking at external factors that may impact the business.

Strengths:

What are your strengths?
What do you do better than others?
How do other people notice your strengths?
What are the major sources of the revenue and profit?
What is the major focus of the farm operation?
Is the farm's current marketing and advertising effective?
Why do your customers buy from your farm?
What unique capabilities and resources do you possess?
What merits does your farm have over competitors?
Compared to competitors, how skilled are your employees and their leadership?
What positive brand attributes do you have?
How is networked is your business?
What do customers love about your farm?
Are there particular assets that only your farm can access, such as credit lines or technology?

Weaknesses:

What are your weaknesses?
What does the farming operation not do well?
What do your competitors do better than you?
Can you improve given the current situation?
What do other farmers and industry professionals see as the farm's weaknesses?
What should the farm avoid?
What are the farm's least profitable enterprises?
What is currently the biggest expense of the operation?
Is the farm's current marketing/advertising effective?
Will the farming operation be able to withstand price decreases or cycles?
Do you have a sound capital base?
What do customers dislike about your business?
Is your business location poor?
Does your business lack resources that competitors have?

Opportunities:

What trends or conditions may positively impact you?
What opportunities are available to you?
Is there an existing or expected market growth?
Are there government policies in favor of your business?

Or that have recently changed that could impact your business?
Are there unexploited resources in your business?
Is there new resourceful technology that your business can acquire but have not?
How can your business increase revenues?
What new technologies are available that the farm operation can use to lower costs or improve marketing?
What market trends are you observing?
What new relationships can the farm develop?
Can the quality of products, operations, and inventory management be improved without incurring serious costs?
Can a competitive edge be created over the farm's competitors?
Is there an opportunity to demand better prices from suppliers?
Is there an opportunity to receive higher prices for production?
Can the farming operation have more predictable cash flows?
What can the farm do that it is not currently doing to improve the operation?

Threats:

What trends or conditions may negatively impact you?
What are your competitors doing that may impact you?
Do you have solid financial support?
What impact do your weaknesses have on the threats on you?
Are there impending shortages in the labor market?
What new laws threaten the success of your business?
Are there supply chain disruptions that can affect your ability to satisfy demand?
Are there market shifts that obstruct business growth?
Who are the emerging competitors threatening your business's growth and existence?
Have there been any significant changes in the industry in which the farm operates?
What obstacles does the farming operation face?
What is the farm's competition doing?
Are there any, or do you anticipate any, new competitors in the farm's market?
Are there any, including new, regulations in the industry that make it difficult to be profitable?
Are international or distant competitors taking/reducing the farm's market share?
Is the farming operation keeping up with technological changes?
Have margins been under pressure?
Is changing technology threatening the farm's profitability?
Are there governmental (or farmer cooperative) decisions that affect the farm's production or markets?