

## SWOT ANALYSIS OF INNOVATION MANAGEMENT AND SUSTAINABILITY CONSULTING BUSINESS

Strengths	Weaknesses
<ul style="list-style-type: none"><li>● Knowledge of the owner and management expertise</li><li>● Customer service commitment</li><li>● Scope and quality of services</li><li>● Recognized brand image in the market</li><li>● Various advisors in the media, research, education, law, finance, and tech spaces</li><li>● Intellectual property</li></ul>	<ul style="list-style-type: none"><li>● Limited access to adequate capital resources</li><li>● No commercial real estate acquisitions</li><li>● Underdeveloped media assets &amp; data collection</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>● The increasing popularity of the industry</li><li>● Growth among demographic segments</li></ul>	<ul style="list-style-type: none"><li>● Instability of the US economy leads to unpredictable market activity</li><li>● Larger companies that have more resources and the ability to reach deeper into the market</li></ul>