# SWOT OF A REAL ESTATE BUSINESS

| **Strengths** | **Weaknesses** |
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| * The location of Little Rock has a growing market in real estate
* Already owns a portfolio of land and residential property
* The Company is coming up with extensive advertising and aims to market and promote new project opportunities
* Familiarity with the geographical area
* Resources and capabilities that will contribute to the success
* Solid relations and networking with general contractors and remodeling companies.
* Established contacts with paragons in the industry
* Strong connections and high reputation in the community
* Customer service commitment
* Scope and quality of services

  | * The Company needs funding and working capital for a successful launch
* As a new business, the Company must build its credibility
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| **Opportunities** | **Threats** |
| * The increasing popularity of the industry
* Expansion of services in other real-estate activities like property management and valuation.
* Growth among demographic segments
 | * A prolonged period of Covid-19 pandemic
* Existing competitors have more resources and reach to the customers in the market
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