# SWOT OF A REAL ESTATE BUSINESS

| **Strengths** | **Weaknesses** |
| --- | --- |
| * 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 |
| **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 |