

## SWOT OF A REAL ESTATE BUSINESS

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● The location of Little Rock has a growing market in real estate</li> <li>● Already owns a portfolio of land and residential property</li> <li>● The Company is coming up with extensive advertising and aims to market and promote new project opportunities</li> <li>● Familiarity with the geographical area</li> <li>● Resources and capabilities that will contribute to the success</li> <li>● Solid relations and networking with general contractors and remodeling companies.</li> <li>● Established contacts with paragons in the industry</li> <li>● Strong connections and high reputation in the community</li> <li>● Customer service commitment</li> <li>● Scope and quality of services</li> </ul>	<ul style="list-style-type: none"> <li>● The Company needs funding and working capital for a successful launch</li> <li>● As a new business, the Company must build its credibility</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● The increasing popularity of the industry</li> <li>● Expansion of services in other real-estate activities like property management and valuation.</li> <li>● Growth among demographic segments</li> </ul>	<ul style="list-style-type: none"> <li>● A prolonged period of Covid-19 pandemic</li> <li>● Existing competitors have more resources and reach to the customers in the market</li> </ul>