SWOT ANALYSIS OF INNOVATION MANAGEMENT AND SUSTAINABILITY CONSULTING BUSINESS

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| **Strengths** | **Weaknesses** |
| * Knowledge of the owner and management expertise * Customer service commitment * Scope and quality of services * Recognized brand image in the market * Various advisors in the media, research, education, law, finance, and tech spaces * Intellectual property | * Limited access to adequate capital resources * No commercial real estate acquisitions * Underdeveloped media assets & data collection |
| **Opportunities** | **Threats** |
| * The increasing popularity of the industry * Growth among demographic segments | * Instability of the US economy leads to unpredictable market activity * Larger companies that have more resources and the ability to reach deeper into the market |