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
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| **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
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