Here is a perfect example of a SWOT analysis on Vitamin Sea.

Swot ANALYSIS





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- Experience
- · Local knowledge
- Connections
- Support
- Adventures
- Passionate
- Friendly

- Love the sea
- Good under pressure
- Leadership qualities
- Flexible
- Нарру
- Good Customer Service







- Accounts
- Marketing and social media
- Back office work
- Only 1 boat

- Only 1 skipper
- Bad weather
- Reliance on a single brand



- Situations to apply your advantages
- Offer different places to sail
- · Look at other markets within the business i.e., training
- Start a skipper availability list
- Position the brand as a market leader
- Streamline processes
- Develop a customer relationship
- Develop and implement a CRM system



Threats

- Where you are at risk
- Weak social media presence
- Charge in consumer spending
- Pandemics
- Customer wanting more
- Unpredictable trends in sailing holidays
- Brexit
- New competitors
- Price wars

