

Examples of SWOT & PESTEL analysis

"photo studio opening"

STRENGTHS:

1. Cheap price segment is not occupied.
2. The business does not require repeated investments.
3. Availability of free locations for outdoor photo shoots.
4. Inexhaustible fantasy.

WEAKNESSES:

1. There will be dissatisfied customers.
2. Clients will ask for a "passport photo" .
3. Limited effect of advertising in social networks.

OPPORTUNITIES:

1. Ability to quickly find first-time clients among friends, colleagues, relatives.
2. No competitors in my area.
3. Ability to work with animals.
4. Participation in international photo exhibitions and competitions.

THREATS:

1. Inability to work in quarantine.
2. Dependence on the availability of the Internet, electricity and serviceability of equipment.
3. Increasing prices for copyright registration and plagiarism.

Political

- Political instability, rallies.

Economic

- Low income of the population, in which not everyone will be spent on photo shoots.

Social

- Different attitudes in society towards creative photographs

Technological

- Rapid obsolescence of technology

Environment

- Even at a garbage dump, you can take a creative photo for an eco-exhibition.

Legal

- Copyright lawsuits, exposure to plagiarism