



## Topic: SWOT ANALYSIS OF TWO BUSINESSES

### 1. OSMOsis -- Lise Grondin-Danault

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Pre-Screening of clients	Personal matters – family
Getting certified in Touch for Health	Signage – business location/space
Good at networking—opportunity minded	Brochure words too complicated, suggested using “impurities” instead of toxins; “non-invasive” too technical. Try simplifying language - explain.
Husband keeps Lise reality minded	
Persistent and passionate	Primary job limits time that could be spent on business
Member of WREN-takes advantage of education events.	
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Working with Touch for Health instructor	Those on medications
Look for different home that is classified business/residential to stay within law	Bad word of mouth—ie: sanitation issues,
Create workshop on “How to start your own IonCleanse business” and market to out of state constituents.	“Consumers lack of understanding of what I do, and my lack of ability to explain what I do.
Have a series of newspaper ads to educate the public of what I do, what the benefits are.	licensure issues, etc... credentials

### 2. ACCURATE INSPECTIONS - Derek Brasher

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Company created website for Derek	Cost of software
Independent	
Phone book and email	
Honesty and thoroughness	
Price-comparable	
Large radius—Coos County	
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Market to sellers	Competitors? need news release. Article must be neutral.
Make loan with microcredit to purchase software package—which will save Derek time in generating reports.	Flip This House
May take a loan against IDA account	Honesty and integrity
Get Vermont state certification	
Home buyer education classes—AHEAD 444-1377 (ask Joyce for details)	
Work with electricians, plumbers etc... and build relations with them.	
Send introductory letters to all home tradesmen offering reduced rates for referrals, get their business cards.	

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Our next meeting will be held at: WCU, Friday, December 8, 9 to 11 a.m.

Agenda items will include:

Marketing on a Shoe String presented by Joyce

Time permitting: SWOT Analysis of Gateway Galleries and Northstar Web Services.

Read Chapter 4.

Facilitator: Eric Lang

Minute Taker: Derek Brasher

Timekeeper: Keith Lynch.