

TOWS Matrix for: Happy Shoppers Fashion



STRENGTHS

- S1 High quality standards
- S2 Great customer relations
- S3 Internal branding



WEAKNESSES

- W1 Low staff morale
- W2 High turnover of staff
- W3 Low IT proficiency



OPPORTUNITIES

- O1 More online selling apps
- O2 Untapped markets
- O3 Increased buying power

S2/O2

Use our great customer service skills to reach wider customer audiences for greater business chances

W3/O1

Invest in IT training for the sales team to improve online presence and capabilities



THREATS

- T1 Increased competition
- T2 Less physical retail outlets
- T3 Increased materials prices

S3/T1

Use own brand of clothing to stand out from the competition with unique lines and marketing

W1/T2

Motivate the team by including them in ideas and decisions about increased online presence

