**Ch 2 – Org chart**

**SWOT analysis**

Below is an example of a possible SWOT analysis. Students answers will vary.

|  |  |
| --- | --- |
| **Strengths:**  (All internal organizational strengths)   * Busy store * Know the appliance industry well * Already have an existing parts department | **Weaknesses:**  (All internal organizational weaknesses)   * Currently have no service technicians * Current customers are buying new, assuming no problems with new appliances * New sub-industry to AW |
| **Opportunities:**  (all external/industry opportunities)   * Comprehensive multi-year service plans are popular * Unemployment is high, should be able to staff the service department easily | **Threats:**  (all external/industry threats)   * Price of gas is going up so service calls will be more expensive * Other big chain appliance stores have very competitive prices for service plans and service calls |

**Mission statement**

Mission statement should be re-written to reflect the entry into the appliance service market. Student answers will vary.

**Original mission statement:** We are your one stop shop for all of your home appliances and parts!

**Sample revision:** We can solve all your appliance problems! We stock all home appliances, parts, and can service all your appliances.

**Problem/Opportunity statement**

Student answers will vary. Below is an example of the statement.

Revenues will increase by offering service plans and service calls to customers. We can achieve efficiencies using our already established parts department.