

# SUPPLY CHAIN COLLABORATION TOOLKIT TOOL: SWOT ANALYSIS



Carrying out a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis on your smallholding is an essential starting point. It allows you to add structure to your ideas and enables a practical and unemotional way of assessing them. Remember, if looking to a supply chain collaboration, including partners in the SWOT process will help to define processes moving forwards and importantly identify where strengths can be made use of as a group, opportunities embraced, weaknesses overcome and threats avoided. A SWOT should be dynamic and reviewed at least annually. The findings of your SWOT, while refinable, should define how you plan and respond to situations.

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What comprises a SWOT?	This section is for you to reflect and honestly answer, what are your smallholder project's specific SWOT?
<p><b>STRENGTHS:</b> tend to be internal and reflect the people and the farm and equipment. A strength may be experience within the team, ability to produce high quality artisan produce or access to certain high value markets. What do you and your team bring to the business.</p>	
<p><b>WEAKNESSES:</b> again, these are internal. Weaknesses will need to be found, understood and overcome in order to progress the commercial side of your smallholding. A weakness could include a lack of knowledge of selling or marketing, a lack of capital to invest or previous bad decisions that continue to impact the smallholding.</p>	
<p><b>OPPORTUNITIES:</b> These tend to be external and could include access to startup capital or other grants, a new restaurant or farmers market opening, or access to a free Erasmus+ course on sustainable smallholding</p>	
<p><b>THREATS:</b> come from outside your smallholding business and could include unhelpful weather such as droughts or floods, new government regulation or new competitors.</p>	

