



SWOT Analyses From Sales and Marketing

	Strengths	Weaknesses
Sales	<p>Supports focus on people and profits</p> <ul style="list-style-type: none"> • High referral rate from existing customers to their friends • Ideation for new programs frequently conducted with employees • Ongoing implementation of employee learning and growth 	<p>Requires increased focus on people and profits</p> <ul style="list-style-type: none"> • Limited retail network for redemption of loyalty rewards/points • High turnover of sales team • Communication of new products not streamlined • Limited diversity of market segments
Marketing	<p>Supports focus on people and profits</p> <ul style="list-style-type: none"> • High retention of existing customers/ memberships • High utilization of all membership programs • High customer satisfaction among existing members • Zero wait time for customer service • Annual brand analysis/research 	<p>Requires increased focus on people and profits</p> <ul style="list-style-type: none"> • Slow development of digital content creation/posting • Low engagement of customers through social media • Low brand image of loyalty program with potential customers • High turnover of marketing team • Lack of focus on diversity in company and with consumer groups
	Opportunities	Threats
Sales	<p>Supports focus on people and profits</p> <ul style="list-style-type: none"> • Captures new market segments that have previously not adopted brand • Seeks strategic partnerships to improve loyalty points redemption options • Explores community-based organizations that identify with diverse consumer groups • Identifies new product development opportunities for diverse consumer groups <p>Supports focus on planet and profits</p> <ul style="list-style-type: none"> • Explores suppliers for sustainable packaging for products 	<p>Requires increased focus on people and profits</p> <ul style="list-style-type: none"> • Increased shareholder desire to invest in diverse companies • Increased pressure from shareholders to increase diversity in workforce • Increasing cost of administering points for loyalty programs <p>Requires increased focus on planet and profits</p> <ul style="list-style-type: none"> • Industry pressuring companies to use post-consumer recycled plastics <p>Requires increased focus on people, planet, and profits</p> <ul style="list-style-type: none"> • Increased collaboration of consumer products companies
Marketing	<p>Supports focus on people and profits</p> <ul style="list-style-type: none"> • Hosts focus groups with diverse consumer groups for product input • Develops cause-related marketing loyalty program for points redemption options • Redesigns all marketing using global loyalty marketing agency 	<p>Requires increased focus on people and profits</p> <ul style="list-style-type: none"> • Industry leader/competitor increasing its focus on diversity in marketing/social media <p>Requires increased focus on plant and profits</p> <ul style="list-style-type: none"> • Trend towards decreased environmental impact of consumer products <p>Requires increased focus on people, planet, and profits</p> <ul style="list-style-type: none"> • Increased consumer desire to see companies focused on philanthropy