



## SWOT Analysis

### Strengths: Molding young professionals

- Few businesses have personal development programs
- Professional development can increase employee morale
- Few competitors with strong professional development seminars

### Weaknesses: Leadership ability is seen as an intangible

- Businesses may already be accounting profit neutral and not want to spend money they do not have to
- Relatively high start-up costs
- Without strong marketing, firms may overlook the need for professional development
- Customer retention rate may be difficult
- Buffalo is not heavily populated with large sized companies willing to outsource for professional development

### Opportunities: Finding businesses with the tools to thrive but lacking the means. We are able to provide the means and form a partnership to ensure their success.

- Amherst location is near many corporate headquarters in Buffalo
- Economy is recovering and people are looking for ways to spend money
- People are always looking for new and inventive ways to better themselves professionally
- Employers are looking for a way to increase productivity without hiring more personnel
- The large need for professional development could facilitate nationwide expansion

### Threats: Competing businesses, natural born leaders, recessions, space to hold conferences

- Professional development departments within companies and other outside professional development companies/services
- Firms may substitute professional development for cheaper, less effective development programs
- If the economy goes down, firms will be willing to cut extra expenses such as professional development programs