

Swot analysis for gas station



**ASSIGN
BUSTER**

In this portion of our analysis, we will use our opportunities to overcome our threats. Of course, every business will have threats that they will need to prevail over. This is why we strongly believe that our marketing plan will certainly be prosperous. We will first look at our potential threats and see how easily we can reduce those threats with our opportunities. The biggest threat in almost every business today is our economy. In a tough economy such as ours, it is extremely important to stay in control and be very focused on our business.

Some businesses have failed during this recession and some businesses have come out strong. There are businesses that were and still are being affected negatively by our slow economy. People now have less disposable income and as a result, limit their spending. So, what kind of opportunity can we take to overcome this economic threat? Well, for one, we can increase the current competition that is currently out in the business market. In order to do this we need to know what the “ other guys” business is doing to be successful. Once we have our information, we can use it to improve our competitive advantage.

This will also help create a more profound customer relationship. Another threat that consumers and businesses have seen is an increase on gas prices. With high gas prices and lower economic stability, it is only reasonable for everyone to feel frustrated. We would like to present a new business that can help customers get more than what they paid for. Yes, the gas price will remain the same, but we can offer much more. We will have new attendants to service our customer’s vehicles, such as, check tire

pressure, clean windshield, and also check some of the fluids under the hood.

Nowadays, everyone's time is very valuable and we also look for what is convenient to us. Our new business can provide these great qualities and much more to our customers. With gas prices still on the rise, our business will consistently continue to grow. We will be the only business that will have reasonable prices and will make our customers feel they are getting their hard earned monies worth. We also need to look at sales as a possible threat. We need to sale in order to bring in positive revenue.

One very important aspect in today's business is that managers need to know how to sale their products or services to customers. Some managers are having trouble coming up with the right strategy to help their business grow. One of our strategies is to target certain locations and customers. Demographics are important because it affects consumer buying in today's market place. According to an article found on Business Management, it states, " The demographic changes all have an affect on business as well as for voluntary organizations and the public sector.

These changes may typically result in patterns of spending, employment, production, savings and investment being altered. In addition to the demographic aspects highlighted above, companies need to be aware of changes to social and cultural factors in order to remain as productive and profitable as possible. " We are certain that our business will be successful by being proactive with our new and current customers. Objectives Our

objective is to increase customer awareness of our new business. With a business like ours, it will not be difficult to spread the word.

We will utilize a lot of resources that are available to us, especially through the popular network Facebook. We will also inform customers about new benefits that we plan to offer from the use of our service. No other gas station offers these kinds of services in our local area. We will introduce competitive advantages to our contenders. This will not be difficult to accomplish because we are offering our customers greater value, benefits, and services that justifies the high gas prices. This will definitely help increase sales, revenue, and we are here to plan our business success!