

Swot analysis shows strengths

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SOOT analysis shows strengths, weaknesses, opportunities and threats. This sample SOOT analysis for David Jones can provide a competitive advantage. Strengths Real Estate is A Strength of David Jones (Has over 200 retail stores in France and Luxembourg)- David Jones Unique Products - David Jones Brand Name - David Jones (since 1838) Domestic Market Store locations as Low risk and high value locations Weaknesses -competitive market (Mayer . Woolworth. Coles Group .

Westerners) investments in research and development Limited global penetration Opportunities -income level is at a constant increase -venture capital -new products and services -new acquisitions SOOT Analysis Shows Strengths By whipcord Threats -global economy -tax changes -unexpected problems -growing competition and lower profitability SOOT Analysts Strength 1 . Strong domestic presence in Australian market in fashion, electricity and food products 2. Variety of products offered .

Store locations as Low risk and high value locations 4. Has over 200 retail stores in France and Luxembourg Weakness 1 . Due to many options available, brand switching is high and low brand loyalty 2. Opportunity 1. Entering into pharmaceutical business 2. Leveraging on brand name David Jones to enter into other product line extension 1 . Lingering domestic competition as new brands coming constantly 2. High brand switching by customers means limited brand loyalty