

## SWOT Analysis

### **Type of Business:**

My business is a photography business.

### **Strengths:**

1. My business will provide a service that is unique and specific to each customer. It takes photography into a more artistic direction and less generic direction.
2. Photography is becoming a very big industry. In our society, documentation is becoming very important to people. What sets me apart from just documenting events and people is that the artistic context behind it has evolved a lot.
3. My business has a very strong sense of purpose. I believe as an artist, with that a specific skill set, it is your duty to use your skills to raise awareness. I have always been a photographer that uses my work to document important events as well as someone who will gladly allow my work to be used for promotional purposes to help organizations in need raise awareness.

### **Weaknesses:**

1. There is a lot of competition in the photography business and I believe that I don't advertise enough.
2. There are always changes in technology and need for improvement in techniques.
3. Potential financial problems could lie in need for newer, better equipment.

### **Opportunities:**

1. There are always new trends in photography. Whether it is the type of photography or on technique and visual appeal, I think keeping up with these changes will benefit my business greatly.
2. There are many markets in photography. You can use photography for print ads, events, portraits, fashion, and many more. The opportunities are endless. It can be printed and used as wall art or kept in digital format and used online for advertisement purposes.
3. There is always a new camera, lenses, filter, apps (<http://www.instagram.com>), computers, and software (<http://www.photoshop.com>) that can be utilized to improve quality of work.

### **Threats:**

1. Some of my competitors really get themselves out there. They take classes to improve technique and learn new ones. They advertise to anyone and everyone and continue to build their portfolio. Some already have a great reputation and online presence.
2. My main obstacles are in changing trends and a lot of competition.
3. There is a constant need to update your technology and that can be very costly.

### **Summary**

My business is a contemporary photography business. Like any other photography business, I will be providing that service to my customers. Unlike traditional photography business (<http://www.kassebaum.com>), I want to focus on individualizing my service. My strength lies in my artistic abilities and my need to provide a unique experience for my customers. The industry is growing and evolving greatly and with that comes the benefit of many new opportunities as well as threats. Changes in technology, trends, and competition are what affects my business the most. It can influence my business positively or negative depending on how fast and what I do to keep up with it. In order for my business to succeed, it is my responsibility to always keep an eye out and constantly learn and improve. I believe that my business hold values in its mission and ability to offer a different perceptiveness on and industry that has been around for some time now.

