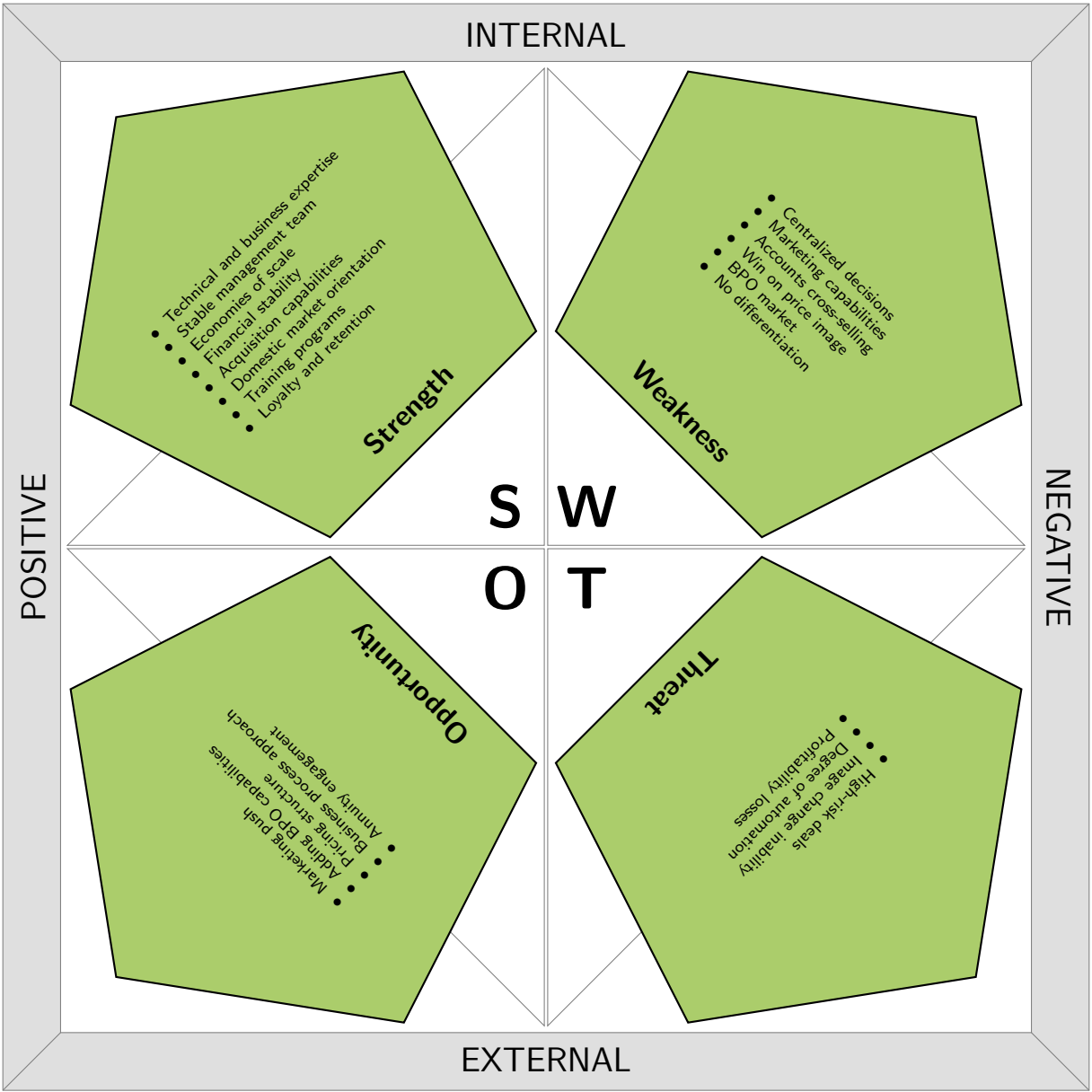
INTERNAL
POSITIVE
NEGATIVE
EXTERNAL
S
W
O
T
Strength
Technical and business expertise
Stable management team
Economies of scale
Financial stability
Acquisition capabilities
Domestic market orientation
Training programs
Loyalty and retention
Weakness
Centralized decisions
Marketing capabilities
Accounts cross-selling
Win on price image
BPO market
No differentiation
Opportunity
Marketing push
Adding BPO capabilities
Pricing structure
Business process approach
Annuity engagement
Threat
High-risk deals
Image change inability
Degree of automation
Profitability losses