

<p><b>Example questions to answer</b></p>	<p><b>STRENGTHS</b></p>	<p><b>WEAKNESSES</b></p>	<p><b>Example questions to answer</b></p>
<p><b>STRENGTHS – don't be shy.</b>          What are you an expert in?          What is your key skill?          What do you do better than your competition?          What types of travel do you sell best?          What personal destination experience do you have?          Why do your customers keep coming back?</p>			<p><b>WEAKNESSES – be honest.</b>          Where can your bookings improve?          What experience or resources do you lack?          What do your customers say you could be doing better?          What costs you time and/or money?          What does your competition do better?          What areas of your business aren't profitable?</p>
<p><b>Example questions to answer</b></p>	<p><b>OPPORTUNITIES</b></p>	<p><b>THREATS</b></p>	<p><b>Example questions to answer</b></p>
<p><b>OPPORTUNITIES - what comes next?</b>          How can you profit more from existing customers?          How can social media and/or other technology tools enhance your business?          What are the new customer targets and/or niches you can go after?          Where can you upsell or cross sell?</p>			<p><b>THREATS – what are the potential pitfalls?</b>          What are the next industry disruptors?          What economic or geopolitical issues will affect travel?          What does your competition do better?</p>