

## SWOT Analysis

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"><li>-motivated crew</li><li>-technical knowledge</li><li>-approachable vibes</li></ul> <p>(these are the things you/your team do well)</p>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>-organization</li><li>-financial systems and management</li><li>-lack of capital resources and tools</li></ul> <p>(these are the things you/your team dont do so well)</p>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>-respond to current community demand</li><li>-systemize processes that aren't working</li><li>-lack of experience</li><li>-lack of connections/networking</li></ul> <p>(these are things you can do to grow membership/participation or revenue)</p>	<p><b>THREATS</b></p> <ul style="list-style-type: none"><li>-other studios offering lower pricing</li><li>-regulatory pressure, like no firing allowed</li><li>-museums or other public institutions giving away for free that which you want to be paid for.</li></ul> <p>(these are the things outside of yourself that could harm your business)</p>