



SWOT: Evaluating your product, place or industry

Generating meaningful information as part
of the ThinkBlink™ process



About Us

At Shikatani Lacroix, we design compelling brand experiences using our Think Blink philosophy and strategic design approach. Everything we do is geared to providing an immersive brand moment. Our firm has a well-earned reputation for designing integrated brand experiences that effectively connect brands with customers to drive measurable results for clients.



ABOUT THE AUTHOR

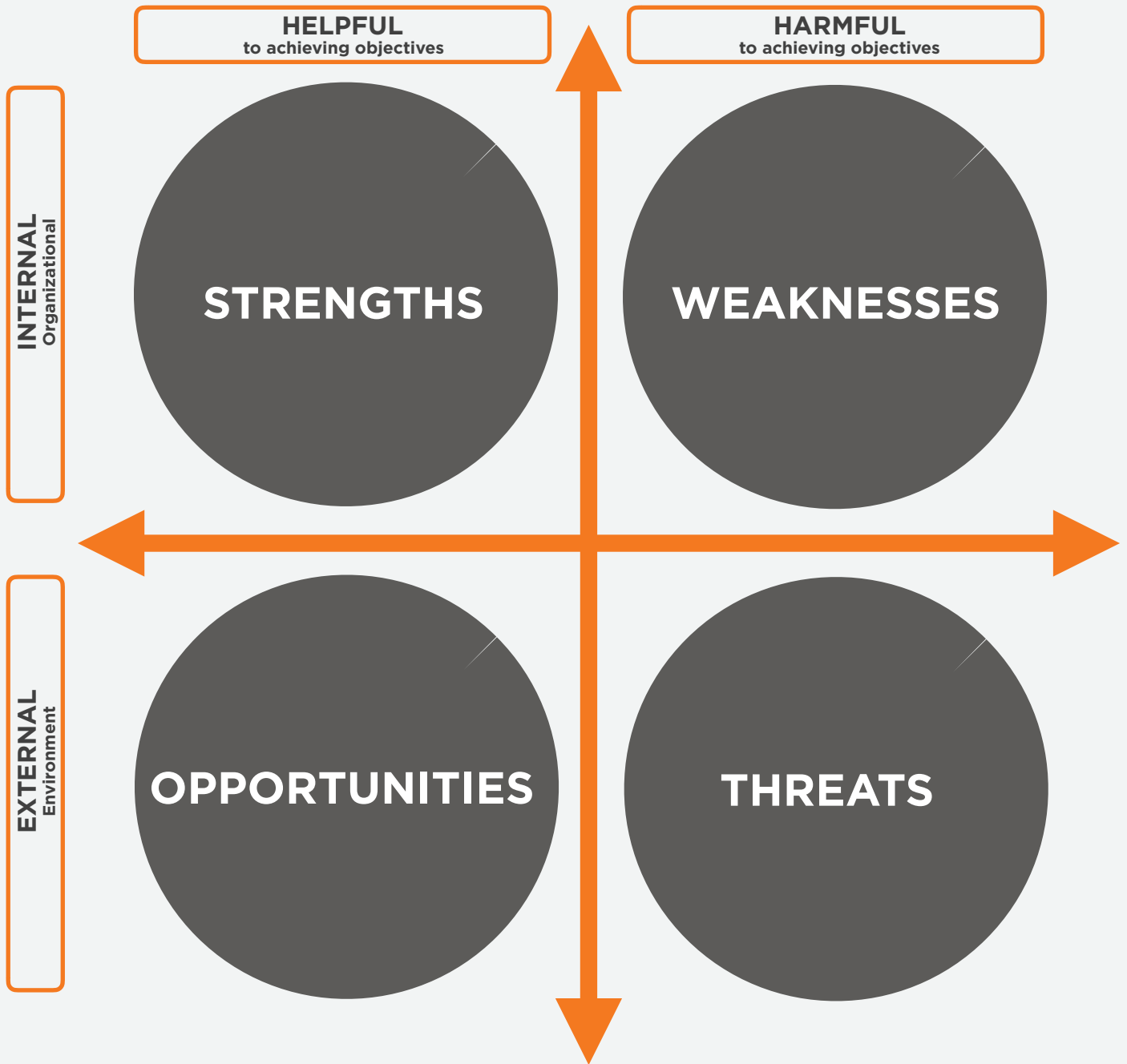
Jean-Pierre Lacroix R.G.D., President and Founder of Shikatani Lacroix

When it comes to the design industry, President Jean-Pierre Lacroix is always one step ahead in the branding and design game. A visionary design thinker, author and speaker, JP maintains an unwavering focus on the latest and emerging trends. Driven to produce measurable results through strategic insights, he is committed to helping brands own the consumers' "at-purchase moment."

JP's past industry involvement as a board member with the Packaging Association of Canada, Design Industry Advisory Committee, Retail Council of Canada, the Canadian Marketing Association, Signs Canada, the Society for Environmental Graphic Design, and the Association of Registered Graphic Designers of Ontario has enabled him to assist clients in identifying the leading packaging, retail and digital trends that affect their branding initiatives.

Since opening the Shikatani Lacroix Design doors more than 25 years ago, JP has grown this company into one of the most respected and sought after multidisciplinary strategic design agencies in the world. Along the way, he has developed a reputation as a true innovator and first-rate problem-solver, with expertise in providing clients with unique, results-driven solutions for their product and service needs.

SWOT



1. Strengths

What advantages does your organization have?

What do you do better than anyone else?

What unique or lowest-cost resources can you draw upon

What do people in your market see as your strengths?

What factors help you "get the sale"?

What is your organization's Unique Selling Proposition?

Thought Starters

Message:

- Unique claims
- Your specialist expertise

Structure:

- A new, innovative product or service
- Location of your business
- Access and ease of use

Process:

- Quality processes and procedures
- Unique sales choreography
- Number of steps or unique steps

2. Weaknesses

What are your weaknesses?

What do your competitors do better than you?

What could or should you improve?

What attributes do you have that might give you a disadvantage over your competition?

Thought Starters

Message:

- Undifferentiated message
- Fragmented marketing program
- Damaged reputation

Structure:

- Location or size of your business
- Poor quality goods or services
- Undifferentiated offering

Process:

- Cumbersome and not easy to access
- Poor customer engagement
- Too many steps to complete task

3. Opportunities

Are there any white spaces you could own?

Can you take advantage of shifts in lifestyle, demographics, social patterns, etc.?

What upcoming trends may positively impact you?

Thought Starters

Message:

- Capitalize on an emerging trend
- Answering an unserved customer need

Structure:

- A new market
- A new customer segment
- A new distribution strategy or approach

Process:

- Added value services with higher margin
- Disruptive sales model
- Omni channel strategy

4. Threats

What trends might negatively impact you?

What are your competitors doing that might negatively impact you?

Are there any obstacles?

Thought Starters

Message:

- A new competitive claim or promotion
- New legislation or laws
- Controversial messaging

Structure:

- Competitors have superior access to channels and distribution
- A competitor has a unique, innovative product or service

Process:

- Sales channel is becoming obsolete
- Staff costs and service overhead are causing loss of margins

SWOT Insights

What is the one key internal factor emerging from your strengths and weaknesses assessment that needs to be leveraged to overcome your biggest internal vulnerability?

What is the one key external factor emerging from your opportunities and threats that needs to be leveraged to capitalize on the key opportunity that will drive growth?

SWOT Strategy

What do you need to change as part of your message, process, and structure to overcome your internal vulnerability and external opportunity?

Message:

Process:

Structure:

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