

OPPORTUNITIES	CHALLENGES & RISKS	IMPACTS & BENEFITS	STATUS	DOO
1. Market Expansion: Explore new markets and customer segments to increase sales and revenue.	Increased sales and revenue, enhanced brand visibility, and potential for long-term growth.	Market Expansion	Active	1
2. Product Diversification: Develop new products or services to cater to different customer needs and preferences.	Increased customer loyalty, reduced dependency on a single product line, and potential for higher profit margins.	Product Diversification	Active	2
3. Operational Efficiency: Streamline internal processes and optimize resource allocation to reduce costs and improve productivity.	Cost savings, improved operational efficiency, and enhanced customer service.	Operational Efficiency	Active	3
4. Strategic Partnerships: Collaborate with other businesses or organizations to leverage their strengths and resources.	Access to new markets, shared resources, and potential for joint ventures.	Strategic Partnerships	Active	4
5. Customer Engagement: Implement strategies to increase customer loyalty and repeat business.	Increased customer loyalty, repeat business, and potential for word-of-mouth referrals.	Customer Engagement	Active	5
6. Research & Development: Invest in research and development to stay ahead of the competition and develop innovative solutions.	Competitive advantage, potential for breakthrough innovations, and long-term sustainability.	Research & Development	Active	6
7. Human Resource Management: Attract, retain, and develop top talent to drive organizational success.	Increased productivity, employee satisfaction, and potential for organizational growth.	Human Resource Management	Active	7
8. Financial Management: Monitor and control financial resources to ensure profitability and sustainable growth.	Improved financial performance, reduced risk, and potential for increased investment opportunities.	Financial Management	Active	8
9. Marketing & Sales: Develop and execute marketing and sales strategies to drive revenue growth.	Increased sales, brand awareness, and potential for market dominance.	Marketing & Sales	Active	9
10. Technology Adoption: Embrace digital technologies to streamline operations and enhance customer experience.	Improved operational efficiency, enhanced customer experience, and potential for digital transformation.	Technology Adoption	Active	10
11. Supply Chain Management: Optimize the supply chain to reduce costs and improve delivery times.	Cost savings, improved delivery times, and potential for increased customer satisfaction.	Supply Chain Management	Active	11
12. Legal & Compliance: Ensure adherence to relevant laws and regulations to minimize legal risks.	Reduced legal risks, improved compliance, and potential for increased trust from stakeholders.	Legal & Compliance	Active	12
13. Environmental Sustainability: Implement sustainable practices to reduce environmental impact and attract eco-conscious customers.	Enhanced brand reputation, potential for green marketing, and contribution to environmental conservation.	Environmental Sustainability	Active	13
14. Community Engagement: Engage with the local community to build a positive reputation and support social responsibility.	Enhanced brand reputation, potential for social impact, and contribution to community development.	Community Engagement	Active	14
15. Globalization: Expand operations internationally to reach a larger market and diversify revenue streams.	Increased sales, global reach, and potential for long-term growth.	Globalization	Active	15