

<b>SWOT Matrix for Refreshing Breeze Express SPA</b>	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
	<ol style="list-style-type: none"> <li>1. The possibility to go to our customers. Being able to take the service to them, wherever they want us to deliver the service.</li> <li>2. Use natural moisturizer and oils, certified with no contraindications.</li> <li>3. Have a wide range of different types of massages</li> <li>4. Our employees will have a previous preparation to best satisfy our customers</li> <li>5. Our employees must have an educational formation with an emphasis in physiotherapy.</li> <li>6. Being able to book any type of massage through the Internet in any smart phone device through our website.</li> <li>7. Having promos and special treats every month for our loyal customers.</li> </ol>	<ol style="list-style-type: none"> <li>1. Not having a recognized image</li> <li>2. Lacking of awareness of our business at the moment.</li> <li>3. Not recognized by our potential customers as the first option for massages</li> <li>4. Prices not very low in comparison with the competitors</li> <li>5. We are just starting so we don't have as much experience compared to the other firms in the same market</li> <li>6. The space disposal depends on the customer (for now).</li> </ol>
<b>OPPORTUNITIES</b>	<b>SO Strategies</b>	<b>WO Strategies</b>
<ol style="list-style-type: none"> <li>1. Increase of 40% in Colombian E-commerce</li> <li>2. Growth in GDP 4.0% to 4.4% (2013-2015 respectively) in Colombia</li> <li>3. Increase of 44.44% of internet users in the past few years in Colombia</li> <li>4. Economic stability projections for Colombia in the coming years.</li> <li>5. Average time invested in personal and free time activities of 17:20 +/- 1hrs</li> <li>6. Bogotá has the largest number of women workers 63%</li> <li>7. High demand of relaxing activities</li> <li>8. Stress affects 28% of workers in Colombia</li> <li>9. Increasing social media scope, 15 billion social network users in Colombia</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase online promotions in a 5% for those costumers who share through social media their good experience with us (S6, S7, O3, O9)</li> <li>2. Segment our market to specialize in a small range of specific massages instead of having a wide range of massages (S3, O5)</li> <li>3. Purchase a store in able to offer both express services and the opportunity for them to come and take the service where we are with the purpose of giving them an external environment (S1, O8)</li> <li>4. Flexibility in massage time range option for the customers (S2, S3, O5)</li> </ol>	<ol style="list-style-type: none"> <li>1. Purchase a store in able to manage our own space disposal (W6, O5, O7)</li> <li>2. Enhance employees experience in massage through periodic training sessions, allowing them to recognize what's their weakness to reinforce it (W5, O6)</li> <li>3. Launch price discounts in peak seasons (e.g. valentines) (W4, O4)</li> <li>4. Invest in advertisement adding promotions to acknowledge our costumers during the first year (W2, W3, O3)</li> </ol>
<b>THREATS</b>	<b>ST Strategies</b>	<b>WT Strategies</b>
<ol style="list-style-type: none"> <li>1. Wide range of relaxation activities business.</li> <li>2. Small and barely known market industry</li> <li>3. Positioning of other SPAs</li> <li>4. Market rejection of express business model</li> <li>5. High competitiveness</li> <li>6. Space of Massage is unknown by our employees.</li> <li>7. Traffic congestion affecting our times of delivery.</li> </ol>	<ol style="list-style-type: none"> <li>1. Specialize in a small range of specific massages instead of having a wide range of massages (S3, T1)</li> <li>2. Setting our massages in customers mind as the first option through quality certifications (ISO 9001) (S5, T3)</li> <li>3. Establish a rate of time delivery, traffic enhances peoples stress which will increase customers demand for massages, when booked the massages we can anticipate and acknowledge the costumer of a time range for delivery (S6, T7)</li> </ol>	<ol style="list-style-type: none"> <li>1. Purchase a store in able to manage our own space disposal and customers can be able to have a pure relaxing environment (T6, T7, W6)</li> <li>2. Maintain the prices but instead increase the time of massages focusing on frequently REQUESTED massages. (T1, W4)</li> </ol>