

SWOT Analysis of Internal and External Issues

	Helpful	Harmful
Internal	Strengths	Weaknesses
	<ul style="list-style-type: none"> • Reputation / strong brand image, expertise within the market • Technical knowledge of design, development and testing • Ethical and loyal • Vertically integrated • High variety, small batch manufacturing • Broad customer / industry / market base • Compliant to AS 9100, ISO 45001 and ISO 14001 	<ul style="list-style-type: none"> • Change management • Project management • Inefficient processes throughout the organisation • Cost base / overheads • Depth of skills • Aging infrastructure and equipment • Employee engagement • Increasing reliance on oil and gas
External	Opportunities	Threats
	<ul style="list-style-type: none"> • Expansion into new markets, e.g. hydrogen • Exploit current markets and products, e.g. pharma • New product development • Engage with local business partnerships and industry forums • Develop strong relationships with other James Walker companies • Keystone CSI project • Automation and Digitisation • Op Ex 	<ul style="list-style-type: none"> • Security of RM and component supply • Customer complaints / dissatisfaction • Disruptive competitor / technology • Obsolescence of systems /products / materials • Changing legislation / compliance requirements • Unforeseen events, pandemic, war, disaster • Escalating costs, RM, components, transport • Buoyant job market • Keystone CSI project • Industrial Action/Strike Action • PFAS