

A graphic representation of the SWOT analysis model. It consists of four overlapping circles arranged in a diamond shape. The top-left circle is orange and contains the letter 'S'. The top-right circle is yellow and contains the letter 'W'. The bottom-left circle is light green and contains the letter 'O'. The bottom-right circle is teal and contains the letter 'T'. The overlapping areas of the circles are white, creating a central area where all four letters are visible.

SW

SWOT ANALYSIS

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Strengths-

- Strong knowledge of the circular economy and how our designs will meet it.
- Ability to gain planning permission where other practices cannot.
- Ability to apply sustainable materials to all building scale designs.
- Confidence in acquiring jobs past 2028.
- All of us are partners so we have equal involvement in the company.
- All of us live in Nottingham so the office is accessible.

Weaknesses-

- We are a new business and we do not have previous knowledge of running our own practice- only working for one.
- We are all equal shareholders which may result in arguments as there is no 'Owner' of the company.
- We rely on a stream of jobs otherwise we will have no income as we have not been set up long enough to produce a large 'back up' sum of money to fall back on.
- Circular Economy is a relatively new concept and there are not many examples of it to base our business off (however this is something that the council aim to be exploring by 2028 and so we will have support).

Opportunities-

- As pioneers in the Circular Economy field (as it is a new concept) we will have more experience than others when the concept is developed.
- Working with Nottingham city councils' carbon neutral plan for Nottingham in 2028 by which we "Undertake research with partner to facilitate a local circular economy for material reuse in construction to reduce emissions, costs and improve sustainability"

Threats-

- There is competition from other local businesses that will be attempting to become more sustainable as a result of the 2028 Carbon Neutral Guide in Nottingham.
- The nature of starting a business come with the economic uncertainty, in the future a recession could happen that we need to be prepared for
- Constant changing of regulations that we need to keep up to date with in order to keep our jobs
- Members of the team wanting to drop out of the company in the future, wanting to take their shares
- Risk of not getting enough work or clients to stay financially afloat
- Material shortages that mean we can't design with materials that fit into our ethos
- Not being able to employ passionate (about our ethos) and educated workers if we choose to expand
- Market trends changing
- Keeping up to date with new software, could be hard to learn since we are not in education anymore and we are comfortable with what we know.