

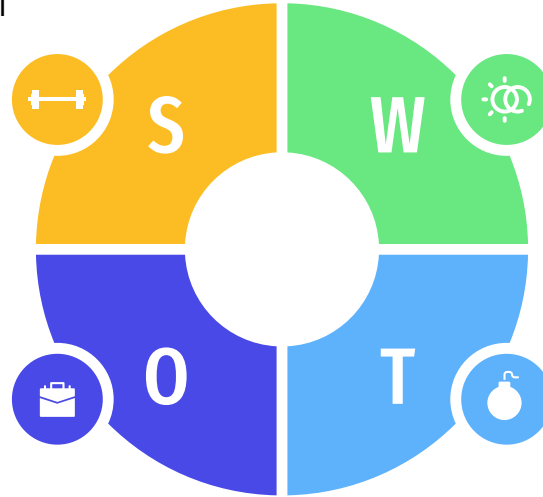
SWOT Analysis Infographics

Strengths

- > Being a videographer, I have narrowed my content down to documentaries (mainly wildlife) so it is easier for clients to find me.
- > I have good quality equipment at my disposal for a small business as I am studying at Boomsatsuma
- > I grew up in the generation of social media, so I understand it better
- > I can advertise my services on my social media to gain more traffic

Opportunities

- > With all that's going on in the world, businesses might be struggling with income but still want to produce content so they might want to contact cheap alternatives like me
- > Starting off, i need a reputation and wont need money, just experience, so my services are cheap for businesses
- > Later on, I can think about collaborations with other brands to help expand my name
- > If I gain a vast social media following, I can advertise there and other people may advertise me on their page.



Weaknesses

- > When starting off, you don't have a reputation so businesses might go for well known, trusted brands
- > I haven't got much money to work with if i ever decide to do solo projects
- > Not as experienced as other brands as I am still young
- > I am solo so production and post production will take longer as I will be doing everything myself

Threats

- > There are lots of wildlife documentaries that are all the same so i have to avoid that and be unique
- > There are lots of competitors like the BBC, Sky, etc that are known to make amazing content like Blueplanet and Dynasties.
- > However, at the moment it isn't very likely that documentaries like these are in production due to Coronavirus,
- > This might also be a challenge for me as I might not be able to go out and gain experience