

SWOT Esempio 2

Analisi SWOT di Southport, UK

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Comparatively wealthy community • Appeal to high spend customers • Lord Street • Victorian Parks and seafront infrastructure • Marine Lake • Good reputation for shopping • Major theme park • Substantial conference venue • Churchtown • Golf courses • The Flower Show • Strong events programme 	<ul style="list-style-type: none"> • Pockets of severe deprivation • Decline of shopping experience • Small size of town centre retail units • Lack of town centre development sites • Shabbiness of seafront • Poor range and quality of serviced accomodation • Problems resulting from night economy
<ul style="list-style-type: none"> • OPPORTUNITIES 	<ul style="list-style-type: none"> • THREATS
<ul style="list-style-type: none"> • Objective 1 funding • Focus on high value markets • Restore Victorian seafront glories • Exploit Marine Lake • Upgrade Lord Street • Golf • Outdoor activities like cycling, walking and sailing • Birdlife reserve on the Ribble 	<ul style="list-style-type: none"> • Further decline of retail offer, axacerbated by edge of town development • Futile investments in efforts to recapture lost markets • Insensitive development spoils the unique sense of place