Family Child Care SWOT Analysis

Internal

Strengths
- Experience?
- Child Development Training?
- Language?
- Location?
- Outside Income?
- Business Systems in Place?
- Networking and Support?
- Resources?
- Accreditation or Quality Rating?
- Marketing?

Weaknesses
- Lack of Experience or Training?
- Cashflow / Budget Issues?
- Language?
- Location?
- Isolation or Lack of Support?
- Marketing?
- Need Information or Resources?
- No Business Plan or Systems in Place?
- Quality?

External

Opportunities
- Professional Development?
- Programs and/or Resources?
- Accreditation or Assessment?
- Networking?
- Business Technical Assistance?
- Technology?
- Expansion?
- Increased Market?
- New Market Niche?

Threats
- Competition?
- Economy?
- Legislation and/or Regulations?
- Public Policy?
- Market Demand?
- Lack of Technology?
- Quality Standards?
- Financial Obligations?
- Aging Equipment?
- Home Maintenance or Repairs?

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