

## Strengths

Loyal Customers

High level of Awareness

Strong Brand Image – Ho..Ho..Ho.. Catch Phrase

Omnipotent – maybe even magic

Keeps overheads to a minimum

Kids really like Santa

Kids write to him – knows exactly what they need

## Weaknesses

Santa is a control freak – may not have the best management style

Morbidly obese at 35 stone – fitness for work?

No investment in infrastructure

Delivers the entire stock on only 1 sled – risk of mechanical problems

Evidence that Santa is an alcoholic – drinks 15,000 gallons of sherry and whisky in one night

## Opportunities

Growing world population

To deliver to ALL kids – not just the ones that have been good

Diversify – use a talking meerkat (or similar) to attract a new customer base

Deliver the toys 2 days earlier – for a premium gold card subscription.

Pimp my Sleigh

Social media presence

## Threats

Internet sales – all year round

RSPCA may inspect – but no evidence of animal cruelty

House building – chimneys getting smaller

Might get caught drinking on the job

Lack of belief in modern teenagers – easy access to information

Flatulence – methane emissions from old reindeer