

SWOT Analysis:

STRENGTHS

- B is known for completing complicated studies
- B is somewhat small. It can provide individual and executive attention to clientele
- B has 100,000 plus database members
- Free parking in downtown Chicago for respondents draws more members
- The impulse survey has ranked B as a top rated facility worldwide for 14 years for characteristics such as video and AV setup as well as aesthetically pleasing, comfortable and functional interview and client spaces

WEAKNESSES

- Due to the difficulty of studies, projects sometimes go over budget
- B is similar to a small specialty boutique, thus it charges more for its services
- B does not have a robust database of children-preteen and teen (5 to 17yrs) respondents
- B doesn't have the budget to advertise in print or television media
- B doesn't have the name recognition among potential respondents or clients like C or D has, for example

OPPORTUNITIES

- Social Media can be used to find more respondents
- There has been a Nnew CEO implemented-introduced into the company
- A portal will lead to better member profiles, hopefully leading to more children's profiles
- B~~We~~ can reach out to our-its current database for referrals to get new members
- The new CEO of A has decided to put more focus and effort into B to see if B~~it~~ can help the company more
- A is giving B all of their recruiting work, which was previously outsourced

THREATS

- The city has a huge amount of market research companies. This has led to... hHigh levels of competition
- In this market, there are a high number of groupies (Individuals who make a living at participating in surveys and studies)
- A respondent can participate for a client only once-
- Once a respondent is used three to four times, they can never be used again, so the database must constantly grow

- The company is losing staff because employees are worried about changes with a new CEO
- If B doesn't significantly improve with these new efforts, it may be closed