

SWOT Analysis for LAM

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ <i>LadyA</i> speaks English and Spanish which appeals to both Hispanic and American markets ➤ Range of talents – dancing, singing, acting and natural beauty made <i>LadyA</i> a celebrity ➤ Financially secure – several revenue streams spreads risks ➤ Royalties for many years ➤ Experienced agent and support staff, such as Ruth and Gavin ➤ Successful perfumes and cosmetics product lines using low cost production methods and established distribution channels ➤ Strong brand identity as a mature and business oriented woman ➤ Firm with limited liability ➤ Clear roles, systems and procedures established in recent years ➤ Good industrial relations with staff ➤ Husband with financial background ➤ Existing market loyalty to <i>LadyA</i> brand 	<ul style="list-style-type: none"> ➤ Lack of parental support for career choices ➤ Underlying resentment and lack of respect from staff, who experienced inconsistent leadership and poor communication ➤ Quality control issues in Malaysia ➤ Reliance on intermediaries in distribution channels ➤ Batch production reduces economies of scale ➤ 60% upfront costs on production ➤ High expenses from media activities and large staff ➤ <i>LadyA</i> is approaching her forties
Opportunities	Threats
<ul style="list-style-type: none"> ➤ New technologies to spread music, such as music downloads, video hosting sites ➤ Increase in Hispanic groups in the U.S. ➤ South American markets, which respect more mature, Spanish-speaking artists ➤ Existing market loyalty to <i>LadyA</i> brand means the market should 	<ul style="list-style-type: none"> ➤ Demographic change and negative political reaction to increase in Hispanic groups in the U.S. ➤ Falling sales revenue resulting from technological change ➤ Economic downturn in 2008 and recession in key markets ➤ Risk of future liquidity issues as revenues fall

<ul style="list-style-type: none">➤ accept future family brands➤ Unsaturated international markets for U.S. branded goods➤ Global access using e-commerce and international distribution channels➤ Marketing opportunities offered by social media➤ Demand for products with celebrity endorsement➤ Charities looking for 'celebrity ambassadors'➤ Talk shows looking for interesting and talented guests	<ul style="list-style-type: none">➤ Changing social and cultural tastes favour youthfulness➤ Fast moving fashion, media and music markets may reduce <i>LadyA's</i> popularity➤ Increasing age and impact on audience and brand image➤ Negative press stories➤ Competition from new and younger musicians and actors➤ Possible changes in taxation levels and rules➤ Legal rules and regulations on company formation and administration
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