**Internal and External factors – SWOT Analysis**

STRENGTHS

* Working time – we have 24hr service (i)
* Workshop standby – availability of drill rigs (i)
* Dedicated staff (i)
* Training centre (i)
* Ability to adapt quickly to change (i)
* Commitment by senior management on health and safety issues (i)

WEAKNESSES

* Literacy level and language barrier (i)
* Communication – roll out of standards and procedures (i)
* Competency and skill-set of senior and junior employees (i)
* Inadequate procedures and processes resulting in personal injury to employees (i)
* Behaviour based safety – Individuals non-compliance to procedures, learnt behaviours and complacency

OPPORTUNITIES

* Improvements to equipment (i)
* Long term contracts (i)
* Clients have faith in our work (e)
* New clients (e)
* Expanding service range – surface drilling vs underground drilling and deep holes (i)
* Emergency response – inadequate equipment

THREATS

* Government requirements – change in legislation (communication) (e)
* Competitors (e)
* Technological advancements (e)
* Tender requirements – need to have ISO certification (e)
* Dependant on one client (e)
* Literacy and language barriers (i)