

## “SWOT” analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>● Providing a valuable service to our Community</li> <li>● A wide range of skills within our group</li> <li>● Members from a wide variety of backgrounds with a vast knowledge base and experience of business, e.g. various trades, marketing, selling, accounts, public relation, pricing etc gained from the variety of working backgrounds.</li> <li>● Members from our local area with lots of contacts within the Community</li> <li>● The support of a worldwide organisation</li> <li>● Keen and enthusiastic members who are willing to share their knowledge and experiences</li> <li>● Overwhelming amount of support locally and throughout the Country for Men’s Sheds</li> <li>● A tried and tested format</li> <li>● The ability to deliver extremely high-quality products due to the knowledge and experience of our members</li> <li>● Members, who through their backgrounds, take pride in their workmanship and abilities.</li> </ul>	<ul style="list-style-type: none"> <li>● Current premises too small and expensive.</li> <li>● Our current location is quite secluded.</li> <li>● We are a relatively new group to the area and are frequently required to explain the concept of the Men’s Sheds.</li> <li>● Free to join, no membership fees, although this does open up several streams of alternative income, grants etc.</li> <li>● Getting members to realise that they can benefit from joining a Men’s Shed</li> </ul>

Our growing reputation is already attracting new members and has also attracted a lot of interest in our ability to upcycle and repair cherished goods. As our membership grows, so will our range of skills, enabling us to produce and restore more goods. A larger more suitable premises with outdoor facilities will also attract more members.

Being free to join allows access for all and although eliminates one source of potential income, opens many other revenue streams (grants etc.).

Being part of a global organisation gives us access to a valuable source of help and support. The current interest in the “Men’s Shed” movement also attracts interest and provides valuable publicity.

We have a relatively small but very strong group at the moment. All our members are determined to see the group succeed and are keen to lend their help and support to ensure that this happens. Neighbouring “Men’s Sheds” are also supportive and are very forthcoming with help and advice when required.

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>● The wide variety of grants available for the types of organisation and the projects which undertake</li> <li>● Numerous groups and organisation who are keen to support and work alongside the Men's Shed</li> <li>● There are quite a number of groups and organisations who provide help and care in our area and who point their clients in our direction.</li> <li>● The current interest in up-cycling and waste reduction has opened a variety of revenue streams.</li> <li>● There are a number of untapped markets for our up-cycled products. Craft fairs, retail outlets etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Possibility of not securing suitable premises will mean reassessing our future operations.</li> <li>● Future funding will need continual monitoring</li> <li>● Market trends may change, and new revenue streams investigated</li> </ul>

One of our main opportunities lie within the problems found in our, and almost every other area, an ever-aging population, unemployment, isolation etc. This provides a continual source of new members and also means that Grants etc are made available for groups such as ours.

There are a number of outlets who have expressed an interest in the products that we can produce. Our current premises are quite restrictive which means that we do not have enough products to allow us to take advantage of these outlets.

If we are unable to secure a more suitable location soon, we will need to reassess our immediate future. We will continue to meet, although our activities will be reduced, and we will investigate all opportunities for a suitable premises for the Banff Macduff and District Men's Shed.

We have been quite successful with our fundraising so far and see no reason why this shouldn't continue. We are continually looking for new revenue streams.