

A close-up photograph of two hands holding a white piece of paper that has been torn down the middle. The paper is held taut, and the text 'Non profit' is printed in a bold, black, sans-serif font across the tear. The background is a soft, out-of-focus green gradient.

Non profit

Phase Three Center, Incorporated

Business Plan

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5.3 SWOT ANALYSIS

Phase Three Center, Incorporated will carry out a good SWOT analysis to develop a strong strategy, compete ethically in the competitive environment, and steer a thriving non-profit initiative.

Strengths	Strengths
SUPERIOR QUALITIES	<ul style="list-style-type: none"> ➤ Indispensable experience and qualifications of the management team ➤ Passion and drive ➤ Organic growth from social media ➤ Strategic network and partnerships
CORE COMPETENCIES	<ul style="list-style-type: none"> ➤ Providing high-quality mentoring, tutoring, and social-emotional learning ➤ The president/director, alongside the management team, are well versed in specific strategies to support transitional foster children and at-risk youths
OVERALL ADVANTAGES	<ul style="list-style-type: none"> ➤ Social following ➤ Consistent demand for services from individuals and organizations ➤ Can source-specific needs to partner organizations
Weaknesses	Weaknesses
HUMAN RESOURCES	<ul style="list-style-type: none"> ➤ Possible need for a large team of tutors, mentors, and other professionals
AREAS OF IMPROVEMENT	<ul style="list-style-type: none"> ➤ Method of procuring program beneficiaries ➤ Method of securing potential partners
OVERALL DISADVANTAGES	<ul style="list-style-type: none"> ➤ Relatively new organization ➤ Limited funding/capital ➤ Limited visibility
Opportunities	Opportunities
TECHNOLOGICAL ADVANCEMENTS	<ul style="list-style-type: none"> ➤ Virtual platforms to offer tutoring and mentorship ➤ Virtual reality programs

	<ul style="list-style-type: none"> ➤ Educational and literacy software
EVOLVING CLIENT NEEDS	<ul style="list-style-type: none"> ➤ Demand for quick academic improvement ➤ Schools not meeting academic yearly progress ➤ Learning loss from the Coronavirus pandemic
FAVORABLE TRENDS	<ul style="list-style-type: none"> ➤ Growing affiliate relationships ➤ Ability to partner with schools, colleges, and universities ➤ Partnership with donors and sponsors
Threats	Threats
OBSTACLES	<ul style="list-style-type: none"> ➤ Economic downturn ➤ Social distancing ➤ Barrier to entry
AREAS OF VULNERABILITY	<ul style="list-style-type: none"> ➤ Long wait time for grant funding ➤ Changes in governmental regulation

Weaknesses and Threats Assessments

- Promote events and engage in community outreach
- Employ constant market research to gain adequate market insights
- Ensure Quality Assurance
- Ensure routine maintenance of facility and organization vehicles
- Maintain an excellent relationship with donors
- Build networks and spur strategic partnerships with Government Agencies, corporate organizations, philanthropists, etc.

5.4 COMPETITORS' ANALYSIS

Some establishments we may consider as our competitors are mentoring and tutoring programs throughout the Midlands area of South Carolina

While we recognize we essentially compete with these organizations in terms of offering mentoring and tutoring services, **Phase Three Center** does not exist to compete beyond that premise, for we all are striving for the same or similar mission. For that reason, **Phase Three Center** will be open to strategic alliances with our very competitors to further the mission. Nevertheless, **Phase Three Center** will observe where these companies may have faltered and improve their capabilities.

5.4.1 Competitive Advantages

- We have a clear mission, a vision, and operating standards, and will produce periodic reports.
- Allocating resources effectively and minimizing expenses.
- We will maintain good relations with all donors and sponsors.
- Proper publicity of our organization will be done
- Understanding our competition and learning from the market.