Lindsay Robbins  
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SWOT Analysis

**SWOT is an acronym that stands for strengths, weaknesses, opportunities, and threats. A SWOT analysis is a tool used to help organizations identify and plan for their future through self-reflection. Each section, organized into a 4x4 chart, outlines elements that fit into one of the four areas of a SWOT analysis. Strengths are positive aspects and may lend the organization an edge over others. Weaknesses are areas that need improvement and should be considered for potential improvement. Opportunities are positive, like strengths, however they are not certain. Therefore, they are more likely to be considered for the future but can be planned for in the present. Threats are similar to opportunities in that they are not present issues but can be planned for. All four areas are aspects that need to be considered when making important decisions, as any entity should play to their strengths and weaknesses while considering potential opportunities and threats that could affect them.**

**The collection has a number of strengths. The specialized materials that the collection houses on laws and regulations sets them apart from other resources, especially since they are the only library of their kind within the region. This is highly specialized knowledge and is crucial for any business, meaning that the collection is likely the best resource for finding information. The library is located centrally within the region, making it equally accessible to everyone physically.**

**The local area is small and has a very small population. The recent boom in success of local wineries may not be sustainable, especially considering this small population, and it is possible that many of these wineries will not survive to utilize the collection in the future. This is of concern due to the fact that the collection primarily serves the local area. If they serviced outside users more, they would be less dependent on the success of local businesses. The collection also seems to focus on materials that would benefit those who are trying to start or maintain a winery rather than hobbyists. If the local businesses were to fail suddenly, the collection would lose the majority of its users. Laws and regulations also tend to be very local, so it is possible that the collection is not able to serve those outside of the region well.**

**The recent update to the system for the collection provides great potential for reaching out to users outside of the immediate community. As materials related to laws and regulations on alcohol are niche, this is an area of knowledge that the collection can use to set them apart from other resources. Playing to this strength may be a good way to combat issues associated with the physical location of the collection in a small community. Local businesses are seeing recent success with starting their own wineries and could prove to be excellent resources for collaboration. They have already caused an increase in use of the library and with their expertise and experience they may be able to help the collection become a more desirable place to obtain certain information. By reaching out to these local wineries, collection staff might be able to gain more specific insight about what materials would be helpful to accession or deaccession as well as use these businesses as advocates. It may be possible to recruit or train new staff members for the collection through local businesses as they can gain more hands-on experience as well.**

**California is a major threat to the ABC collection as a bigger producer of wine. The region as a whole runs the risk of being overshadowed by the state, as the collection depends primarily on a small number of people. Despite the success the collection has had recently, there is always the possibility that current or potential staff may leave for California or other more highly populated areas as well. Much of the success of local wineries is recent which means that it may not be as stable as more established businesses. Outside factors like extreme changes in weather could decimate the industry in the area very suddenly and the collection is completely dependent on the existence of the local industry. With the population being as small as it is, it is unlikely that they can continue to sustain a large number of local wineries unless they are exporting a large amount of their products. Laws change frequently, so without proper management, the collection could become obsolete with time or with lack of funding.**

**Scenario 3: SWOT Analysis for ABC Wine Library Collection**

The ABC Wine Library Collection focuses on resources for local wineries in the Antelope Valley of Texas   
with a small population of 25,000 residents. Laws and regulations related to alcohol can be the most   
complex, and the ABC Wine Library offers materials that can assist with this issue plus more. There are   
over 350 wineries in the Antelope region alone and our library sits right in the center of the region. The   
wineries have won many awards over the years and have high quality product. Many business folks have   
tried to start new wineries in the area and been successful which has caused a spike in usage of the wine   
library collection. Even with this spike however, this region still only produces 20% of the wine in the US   
whereas California alone produces the majority. This is the only library of its kind within this region. The   
library director has often found it difficult to hire new staff because applicants do not have the wine   
knowledge expertise and most want to move to California over Texas. The system was updated 3 years   
ago to reflect the needs of the collection and now includes more fields than traditional systems.

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| **Strengths**   * The collection has materials on a specific area of knowledge * The collection is located centrally * It is the only library of its kind within the region | **Weaknesses**   * The library only really serves the local community * The local area has a small population * The collection is primarily built for businesses * Laws and regulations tend to be highly local |
| **Opportunities**   * The collection’s materials on laws and regulations could set it apart from competitors * Local businesses could provide feedback or collaborate with the collection * The recent update to the system could allow the collection to expand its reach online | **Threats**   * California could overshadow the local region * Staff or potential staff may choose to move to a more highly populated area * The success of new wineries is very recent which means it might not last * There could be too much local competition for wineries in relation to the small population * Laws and regulations are subject to change, meaning that the library’s materials could become obsolete quickly |