

# Company Planning Data

## GPD Ltd SWOT Analysis by Management Team

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Visible CEO in Gill</li> <li>2. Large people department 1:8.5 colleagues</li> <li>3. Product reputation</li> <li>4. Clear 5-year plan</li> <li>5. Community involvement</li> <li>6. Successful S&amp;M processes</li> </ol>	<ol style="list-style-type: none"> <li>1. Production Department needs improving on many fronts</li> <li>2. Local area currently seen as poor potential for new colleagues</li> <li>3. Possibly not capitalising on aspects of the local recruitment pool</li> <li>4. Limited rewards</li> <li>5. Team Leaders technical experts</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. 20-products are potentially leading edge</li> <li>2. The well-being market is on the increase</li> <li>3. Make more use of our DPG secondees</li> </ol>	<ol style="list-style-type: none"> <li>1. Cheaper imports</li> <li>2. Increasing costs</li> <li>3. Reputation damage from previous leavers</li> </ol>

## Business Plan

Increases in work by department

Department	% Increase
Production	40%
Sales and Marketing	40%
Support Services	20%
People	20%

## Current Productivity

Production: 68%

Sales and marketing: 95%

Support services: 90%

People Department: 125%

## Investment

New production machines expect to deliver a 10% efficiency increase