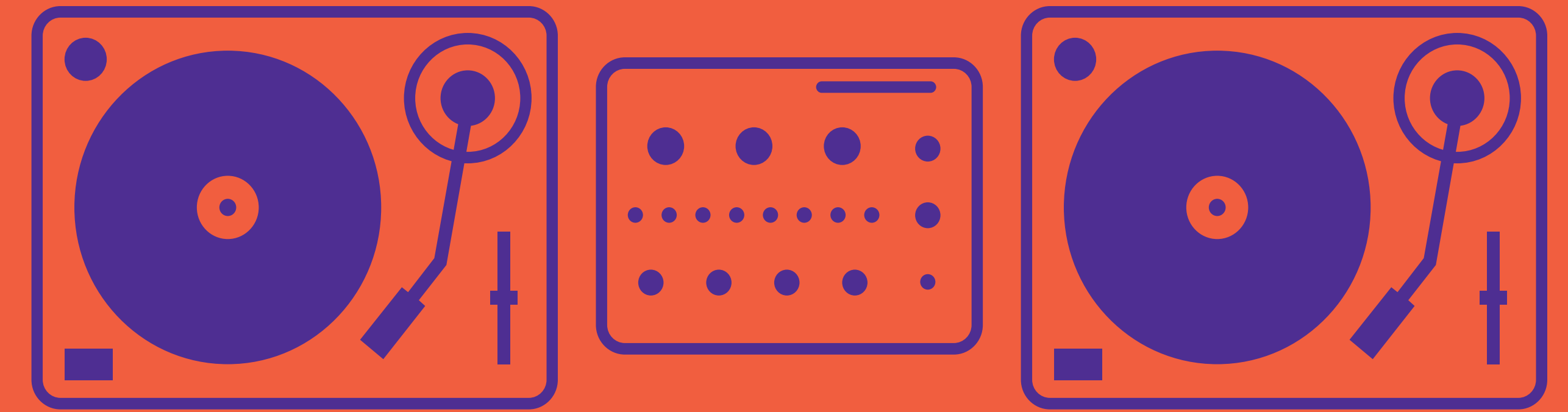


SWOT Analysis

Starting a DJ Business



Strengths

Work in a music store,
know music

Have equipment and
resources (with partner)

Brother has experience
and can advise

Weaknesses

Partner often late,
undependable

Need money to
purchase music

Need way to
transport equipment

Opportunities

Friends' parties

Other DJs' overflow

People like salsa music;
we could add it

Threats

Competition from
existing DJs

We aren't known

In hard economic times,
people don't have parties