

# MUSKOKA LAKES CHAMBER OF COMMERCE- SWOT ANALYSIS

In your own words, describe three things under each heading that you think best represent Muskoka Lakes Chamber of Commerce.

The suggestions under the captions are not to be taken as the list of things to comment on, but only as types of things to be considered under that heading.

Your ideas are the important ones.

Thank you for your participation in the anonymous survey –  
this is your opportunity to let us know how we can better work for you and your business!

## STRENGTHS

Include anything about MLCC such as member benefits, staff, location, community services, etc – that are strengths of the organization

- 1.
- 2.
- 3.

## WEAKNESSES

Include anything about MLCC that you feel needs improvements, such as website, offices, boards, staff, member benefits, etc

- 1.
- 2.
- 3.

## OPPORTUNITIES

Provide examples of things that you think MLCC should be doing or could be new ventures for the group

- 1.
- 2.
- 3.

## THREATS

List things that may threaten the effectiveness of MLCC such as funding, location, size or the organization or public perception

- 1.
- 2.
- 3.

Please email completed survey to [theatrethoughts@sympatico.ca](mailto:theatrethoughts@sympatico.ca) or contact Annette – she will forward a copy to you – or mail to Box 536, Bala, P0C 1A0, or fax 762-5664