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