



INNER WEST ELECTRICAL & AIR CONDITIONING

Strength	Weaknesses
Licensed electricians with broad technical expertise	Limited workforce capacity (risk of overload)
Small, agile team with quick response capability	Dependence on key individuals
Strong customer service and word-of-mouth referrals	Limited marketing presence
Capability across both electrical and air conditioning	Cash flow vulnerability due to delayed payments
Lower overheads compared to larger competitors	Restricted ability to tender for large projects
Opportunities	Threats
Growing demand for air conditioning in Sydney climate	Strong competition from larger companies
Rising interest in energy efficiency and smart home systems	Rising material, fuel, and insurance costs
Government rebates for energy-efficient upgrades	Regulatory compliance requirements
Expanding construction and renovation markets	Economic downturn risk
Specialisation in compliance services (safety inspections, test & tag)	Skilled trades shortages
Service contracts for property managers and strata businesses	Weather dependency for some works. (Climate Change)