

A summary of the various threats and opportunities a SME could face under each of these scenarios is provided in Figure 4. The list is not intended to be exhaustive but merely representative of the sorts of general conditions SMEs would face under each of the scenarios. Specific threats and opportunities at the firm level would have to be identified by an analysis of the SME's particular situation. Nonetheless, it should be noted that generally the opportunities decrease and the threats increase as the situation shifts from the upper left hand quadrant to the lower right quadrant. Moreover, regardless of the competitive strength of the SME, the opportunities would normally be harder to take advantage of and the threats harder to avoid as the situation shifts from the upper left hand quadrant to the lower right hand quadrant.