

FASTENERS DIRECT

Strategic SWOT Analysis 2026

Attendees: Gary Parr, Lindsay Bagne, Greg Lainson, Bill Cass, Caia Baker, Brant Parr, Daniel Parr, Natasha Parr, Tyler Maglier

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Revenue: \$20M Annually

Prepared By: CEO

STRENGTHS

Internal / Positive

- Strong relationships with major fastener manufacturers **HIGH**
- Large product selection with over **10,000 SKUs** in stock **HIGH**
- Good reputation for customer service and technical expertise **HIGH**
- Family-owned business since 1993, implying stability and experience **MED**
- Wide geographic distribution reach within the US **MED**
- ISO Certification **MED**
- In-house Kitting Machine capabilities **MED**

WEAKNESSES

Internal / Negative

- Complexity with internal systems & processes **HIGH**
- Lack of internal Communication especially between tiers of org chart **HIGH**
- Employee Attendance & Turnover Rate **MED**
- Limited brand awareness outside of the fastener industry **MED**
- Lacks buying power/resources compared to national mega-distributors **LOW**
- Limited presence and distribution outside the US market **LOW**

OPPORTUNITIES

External / Positive

- Expand e-commerce and online sales channels **HIGH**
- Developing Self Scan, Live Inventory, Automated Reordering within FD Systems **HIGH**
- Leverage Digital Marketing to Target Niche Markets **HIGH**
- Leverage technical expertise to expand consulting and training services **MED**
- Expansion into more tradeshow events to increase brand awareness **MED**
- Acquire smaller fastener distributors to expand geographic reach **LOW**

THREATS

External / Negative

- Rising Raw Material Costs & Tariffs **HIGH**
- Increasing domestic and global competition in fastener distribution **HIGH**
- Growth of larger big box retailers into fastener product range **HIGH**
- Consolidation among distribution and OEM manufacturers **HIGH**
- No Dedicated Freight Services resulting in higher transportation costs **MED**
- Key clients being acquired by larger corporations **MED**

UNACCEPTABLE RISKS & MITIGATION PLAN

Risks identified as "Unacceptable" to the business model requiring immediate intervention.

ISSUE CATEGORY	POTENTIAL RISK / IMPACT	MITIGATION ACTION PLAN	RESPONSIBLE	DUE DATE
Internal Systems & Communication (Weakness: High)	Operational Paralysis: Complexity + poor communication creates a "silo effect." Risks order errors, delayed shipments, and employee burnout, threatening service reputation.	1. Implement weekly "All-Hands" tiered stand-up meeting. 2. Audit ERP/CRM workflows to simplify order entry. 3. Establish "System Super-User" group to train staff. 4. Integrate Automation into internal workflows to streamline processes.	Caia Baker & Bill Cass	Oct 15, 2026
Rising Costs & Freight Instability (Threat: High)	Margin Erosion: Rising tariffs + no dedicated freight will eat margins. Without mitigation, we cannot remain price-competitive against Big Box retailers.	1. Negotiate dedicated contract with regional carrier. 2. Pre-buy high-velocity SKUs (utilizing 10k SKU capacity) to hedge tariffs. 3. Implement dynamic pricing surcharge. 4. Expand Global Sourcing networks to find cost-effective alternatives. 5. Provide Industry Awareness Updates for Customer Base to manage expectations.	Brant Parr & Lindsay Bagne	Nov 20, 2026