

Learnmera Oy

SWOT analysis

Opening Doors Giving Opportunities project



STRENGTHS, slide 1

- extensive experience in language material creation and using online tools
- teacher training
- corporate business knowledge
- extensive resources available for the project: The Language Menu tools, a photobank with over 5000 photos, hundreds of pages of English training material that can be used within the project



STRENGTHS, slide 2

- extensive knowhow of EU project implementation/reporting
- global dissemination network
- access to a vast network of multilingual translators
- experience in creating visual identity and layouts with different programs
- experience with online project management
- expertise in social media dissemination (10+ networks)



WEAKNESSES, slide 1

- Learnmera learners are solely corporate executives and senior staff members in one-on-one/group language learning classes, and they are prone not
- to get involved in projects
- Involving youth is not possible due to lack of access to students
- Learnmera employs only language teachers and administrators
- Learnmera does not offer training to the public or open courses



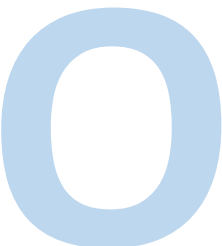
WEAKNESSES, slide 2

- language teachers who are working for Learnmera do not have the possibility to take a week off to attend teacher training abroad without
- significant negative impact on their personal income due to freelance contracts
- Learnmera does not have meeting premises, as all their training takes place at the clients' premises
- No Spanish speaking capabilities in-house



OPPORTUNITIES

- expansion and development of additional m-learning applications for both IOS and Android possible
- website development possible
- enhanced social media dissemination
- increased cross-border language training using online technology
- potentially reaching more youth through mobile applications and social networks
- strong connections with international organisations in Finland and opportunities for networking



THREATS

- not being able to generate enough interest for a 5 day course, as teachers in Finland do not attend external teacher trainings during the school semesters
- unless previously procured in a public tender or otherwise budgeted in advance
- Long holiday periods in Finland in the summer. Teachers and students are unavailable June - August and December-January, no courses can take place during this time.

