

Appendix 3.2

Economic Strengths, Weaknesses, Opportunities and Threats Analysis

Strengths (+)	Weaknesses (-)
<p>Central location in Ireland with significant roads and information technology infrastructure passing through the county</p> <p>High numbers of self employed</p> <p>Strong industry clusters medicare/pharmaceutical, food/drink, equine</p> <p>Relatively good urban infrastructure (36% of population in 4 biggest towns)</p> <p>Good availability of zoned land for enterprise development</p> <p>Expanding network of enterprise centres</p>	<p>Distance to airports (in terms of getting goods to external markets) making South Tipperary somewhat uncompetitive in comparison to other counties in attracting external investors</p> <p>Significant employment dependent on entrepreneurs who are exceptionally busy and who have little time for strategic thinking about their business development or for networking to address common concerns.</p> <p>A significant proportion of the South Tipperary labour force (including entrepreneurs) with labour market skills associated with industries in decline or which have ceased</p> <p>Small number of larger employers</p> <p>Internationally traded services sector weak</p> <p>Size of biggest town is small in international terms</p> <p>Administrative split in Ireland places the county of the periphery of the sub-region</p> <p>Part of a region that does not have a university or international airport</p> <p>Poor public transport infrastructure</p>
Opportunities (x)	Threats
<p>Tipperary Institute – focus for targeted research and development</p> <p>Upgrading of National roads (shortening access time to markets)</p> <p>Better matchmaking and co-ordination of resources with opportunities arising from the County Strategy</p> <p>Concentration on added value by pursuing clustering and linkage strategies</p> <p>Alternative energy creation</p> <p>Integrated transport system</p> <p>Tipperary is a relatively well known name especially to older people</p>	<p>Access time from the county to an international airport fails to improve</p> <p>Local authorities/towns not being pragmatic about a strategy for industry location in the county (considered a general weakness in the South East by the National Spatial Strategy Unit)</p> <p>Limited and ageing labour pool</p> <p>More land required to maintain farm viability and other sectors also vulnerable to increased competition</p> <p>Short and medium term shortages in waste handling facilities (including waste water) in the County.</p>