

|                     | Strengths   | Weaknesses   | Opportunities   | Challenges  |
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| Cultural Product(s) | The culture of environmental protection is becoming a new trend and a kind of cosmopolitan hot topic in our world. Thus it is not very hard to get public people's attention about my organization. And staffs and participators in TAOMPA are usually young people with high-level degree, strong dedication quality and relatively strong work ability. The cultural products are invisible in some degree; maybe it exists as an impressive idea form. | After all, Chinese environmental protection organization only has about 30 years development history with a fast growing speed. Thus it will inevitably have an uneven development. For example, the spread channel of cultural products deeply relies on government and do not have enough independently control space. Although we have many "energetic" staff but they are not the stable workers, almost 55% of them are part-time employees. Also our management department always has a frequently change; they also have another working option in their career goal. Therefore without a stable core cultural structure, a new thing also cannot have a long-term development. | Because the nature of TAOMPA, it could gain more political supports from Chinese government. Depending on the power of the government, environmental protection value would have a broader spread range and powerful influence in China even in the world. We already have 13% of volunteers have abroad study experience. And TAOMPA would follow the new trends to extend its development and get into collage, university, community and rural area. At the same time, the personnel quality and participation ability will be further improved. | Without enough independence, TAOMPA sometimes might be influenced by government dereliction of duty. After all, TAOPMA is not carrying the mainstream culture factor; government and society often will ignore the environment problem especially in economic development period. Besides culture spreading need an necessary fiscal and taxation policies support, and this is what the government is missing. |
| Pricing             | Visiting "The altar of the moon" is free for public people. And the pricing is very cheap for some charity parties and art exhibitions. And we have discounts benefit for student and senior ticket. So the price is affordable for the whole kinds of audience.  | Because of low prices, expense is a problem for organization, and often cannot make profit. And this situation led to person who works for TAOMPA becomes low-income group. It is true that almost half of environmental protection organization workers' salary standard in local belongs to medium level and more than half (56.3%) of full-time employees don't have any benefits because of the expense difficulty. (Report from Non-Governmental Organization, 2013.8) So how to ensure the steady operation of TAOMPA is a big issue.  | This pricing mode makes activities hold by TAOMPA more accessible for its target market. And low price is always a good reason to attract participants and followers in order to promote us.  | Based on our pricing situation that is caused by the funding problem makes it difficult to obtain other sponsorship and grant from other organizations. Not mention that the consciousness of social public welfare donation is very "thin" among ordinary citizen.   |
| Place (Access)      | TAOMPA is located in the central district of Beijing, the capital of China. As an ancient building, it has a long history and political background. The altar of the moon with the altar of heaven, heaven, Ditan and Xiannongtan together called "Beijing five altars" historical and cultural landscape. Based on its superior geographical location and history background, it will  | Located in Beijing, on the other hand, means facing a fierce competition. It would be easily overlooked by other famous tourist sights. Thus it is a little difficult to develop its tourism value.  | In the same condition, TAOMPA has its convenience to become more accessible. Beijing has a developed public transportation system and it near the bus and subway station and also near too many parking places. In addition, TAOMPA is in the business center, thus people could have high participation rates, and the ticket sales will be considerable. "The Love Song" charity party, for instance, we totally sold 85%   | The challenge of central business district is expensive rental fee and event sponsorship. How avoid some business factors and commercialization? For example, how to effectively solve the problem with CCTV signal tower and doesn't led this kind of things happened again? And how to make a balance   |

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|                            | bring to TAOMPA a relatively high attendance rate compared with similar organizations in other city.   |  | of the tickets late year.  | between environment, economy and management efficiency.   |
| <b>Promotional Efforts</b> | TAOMPA already had its logo, poster and display Ads. And we usually hold some public welfare activities, publishing books, distributing flyers, organizing lectures and training course. | We have more traditional promotions than multi media methods. Some print media is not enough to appeal people's eyes. Organization itself lacks propagandize enthusiasm and public communication. Without widespread public base, all this will let people unwilling to participant. | TAOMPA should make full use of mass media to expand influence and getting for support from society. For example putting some public service advertising on CCTV and China National Radio. Cooperating with Sina company, applying an account on Weibo. And seeking collaboration with Facebook. Through "trees adoption activity" letting people involve in the environmental protection activities. | Advertising budget is a big challenge. And because of the policy problem, registration process with overseas cooperation is also one of the legal issues. Finally, whether "trees adoption activity" will create new damage is an uncertain factor. |