

# Post COVID-19 SWOT Analysis of Tourism SMEs in Sabah

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## 36 Companies

Accommodation 6 (16.6%)  
F&B 1 (2.7%)  
Recreations 9 (25%)  
Travel & Tour 20 (55.5%)

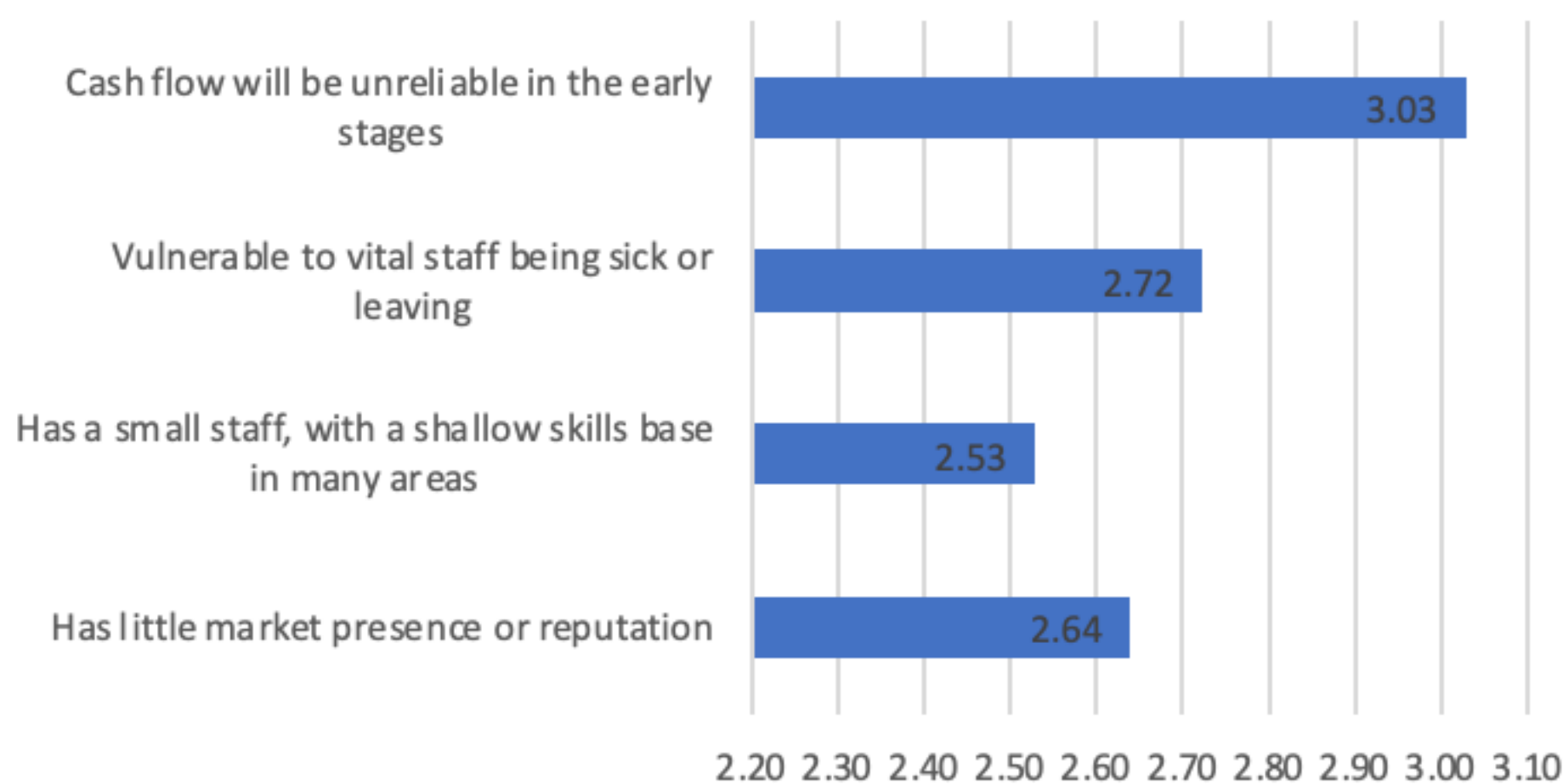
## Main operating areas

|                         |                    |
|-------------------------|--------------------|
| Keningau 3 (8.3%)       | Sandakan 1 (2.7%)  |
| Kinabatangan 1 (2.7%)   | Semporna 3 (8.3%)  |
| Kota Belud 3 (8.3%)     | Tambunan 4 (11.1%) |
| Kota Kinabalu 8 (22.2%) | Tawau 2 (5.5%)     |
| Lahad Datu 1 (2.7%)     | Telupid 1 (2.7%)   |
| Papar 2 (5.5%)          | Tenom 2 (5.5%)     |
| Pitas 1 (2.7%)          | Tuaran 2 (5.5%)    |
| Ranau 2 (5.5%)          |                    |

## Strengths



## Weaknesses



## Summary

36 SMEs sampled in this study across several locations in Sabah indicated that providing good customer care is the main priority, by maintaining strong market reputation and having the ability to respond quickly being the source of competitive advantage. The weaknesses of companies are not critical, as the companies are feeling more in between disagree and neutral in cash flow, vulnerability to staff being sick or leaving, staffs with shallow skills, and limited market presence. Results showing that companies are internally strong and able to be more adaptive to external opportunities and threats.

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