

Walton Community Services, Inc.

FY2011 SWOT ANALYSIS UPDATE

S WCS strengths: In FY2010 WCS strengths were not as strong in the areas of Adequate Technology and Competence. During 2010 WCS addressed those areas and after the 2011 SWOT analysis WCS found the weakest area to be Competitive Pressure, while WCS showed a slight increase in strength in the area of Competence, WCS has adequate technology.

W Our 2010 SWOT revealed that WCS was weakest in the areas of Key (Core) Competencies and Internal Operations. In our 2011 SWOT review WCS additional weaknesses increased to include, financial resources, profitability, management; while weaknesses in the areas of Key Competencies, and Internal Operations remain.

O The 2010 SWOT indicated that the DD industry would see increased regulation and as a result our competitors were becoming more aggressive. The 2011 SWOT revealed that competition has increased. As a result WCS has increased its Waiver program offerings.

T Our 2010 SWOT showed that with the rapid growth in the market have resulted from positive changes in demographic growth, or increased demand for services. The 2011 SWOT results indicate the same results in that changes in demographics is having a positive impact on the business in that more people are seeking services.

WCS Goals 2011-2012

Hire and train staff to increase Key Core Competency

Develop a strategy to meet Competitive Pressure

Increase WAIVER Offerings and Service Offerings

Develop demographic marketing material

Increase Profitability

Strengthen Management