

S.W.O.T. ANALYSIS:

INFORMATION TECHNOLOGY

Purpose: To document the Strengths, Opportunities, Weaknesses, and Threats of the Industry in the Native Hawaiian Community.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Native Hawaiian Owned Programs – Capability for direct awards. A vehicle for DoD Contracting Agencies • Time Zone – Being in the same time zone as our customers, service providers, and capability for hiring local. • Green Jobs – Having small business engaged in green technology now as the foundation for future growth in this sector 	<ul style="list-style-type: none"> • Lack of Promotion of existing small business programs within the State of Hawaii • No Clear Policy from the State of Hawaii for small business opportunities with state & county agencies • Lack of access to working capital; business loans and lines of credit for start up and growth 	<ul style="list-style-type: none"> • Collaboration with other native programs for support and lessons learned • Creating a Brand (marketing) to attract and keep local talent • Passage of the Native Hawaiian Reorganization Act 	<ul style="list-style-type: none"> • Competition from global workforce willing to take less pay. • Mandated employee benefits; increases local small business operating cost. • Power infrastructure not being able to support current and future growth of industry

Key Discussions:

Main Take Away:

S.W.O.T. ANALYSIS:

Agriculture and Aquiculture

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STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Our identity-including malama ohana and aina for a better community. • Our traditional values and knowledge of our resources provides a depth of knowledge and sensitivity which needs to be designed in perpetuity. We know that the exchanging of food brings us together. • Ancient infrastructure can become accessible and identifiable which is unique to the world. Assets that contributed include our isolation and year round growing climates. 	<ul style="list-style-type: none"> • In Hawaii we have limited resources used that are primarily being used for Capitalistic benefit. • Current land use and water use policies need to be ma’a and supportive to food production in Agriculture and Aquaculture. • Infrastructure cost need to be examined and aligned to local food production and perpetuation for future generations • Workforce development is very weak in these industries and the limited valued perception that our children have for agriculture and aquaculture. • Leadership, choosing leaders that represent our values “Leadership” 	<ul style="list-style-type: none"> • Choose leaders that represent our values. Recommendations of support for a konohiki system, and a kanaka utility co. • Prioritize agriculture as a food industry and create incentives for conversion of crops to food. • Malama Ohana and aina and partnerships. Accessing the land and water to serve our community at large • Food is an asset that can and must bring our community together. • Identify and/or develop funding to restore our fishponds for food production. • Education and workforce development. Honor agriculture as one of the highest values of the community. Integrate STEM at a much higher level and provide for modern educational practices to be Hawaiian value based starting with Early Education. There are many diversified career opportunities. 	<ul style="list-style-type: none"> • Losing our values of malama • Limited access to the use of land and water, with the negative impacts of certain • Commercialization of Food-Global economy and global exports at the expense of local food consumption. Local farmers can’t compete with subsidized food industry and more up front cost to buy local without identifying broad impacts like carbon impact, true cost of food, invasive species, emphasis on GMO including cultural and intellectual property rights.

Key Discussions:

Main Take Away:

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Tourism

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STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Aloha – Behavior is in our DNA • Part of Hawaiian culture is to allow diversity and welcome others – to be inclusive • Desire to share culture 	<ul style="list-style-type: none"> • How do you validate authenticity of culture? • Connect product mix to visitors – connecting the market • How to present culture in a more authentic manner 	<ul style="list-style-type: none"> • Cultural priming of new managers relocating to Hawai‘i • Set a standard of quality to provide a model of other. Fix it vs. do it. • OHA has a program for technical assistance with business plans and other areas related to business. • Belief that there is a great opportunity for young people (Hawaiians) to enter the visitor industry. • Build your own business on its own merits with an appeal to the local community. Tourists will follow. • Tourism is the largest global business. • Need resource list to access and contact resources? 	<ul style="list-style-type: none"> • Love/hate relationship – respect input of others. • Lines of culture are blurred.

Key Discussions:

Main Take Away:

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FINANCE

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STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Location/time zone regarding asset management • Quality of life • Solid/stable infrastructure • Clean, green industry • High paying jobs • Close-knit business community • Stable banking industry • Aloha Spirit 	<ul style="list-style-type: none"> • Hawaii primarily perceived as a resort destination • Lack of access to qualified finance talent • Hawaii a relatively small market (re private equity, venture capital and investment banking) • Hawaii ranked as one of the worst places to do business in the USA • Perceived as a highly bureaucratic regulatory environment • Conservative population and policy makers • Concentrated and well entrenched economy, so will require extra effort to push development of a finance industry to the front burner 	<ul style="list-style-type: none"> • Capitalize on the global shift in the concentration of wealth from Europe to Asia by 2013 • Creation of an “offshore” financial hub-zone could add significant attractiveness to Hawaii’s value proposition vis-à-vis asset management • Possibility of creating a Native Hawaiian owned venture capital fund • Possibility of creating a Native Hawaiian owned social venture fund • Possibility of creating a Native Hawaiian owned bank or federal credit union 	<ul style="list-style-type: none"> • Too much or bad regulation could stifle the growth of a financial industry • The disconnect between regulatory agencies can increase the cost/time to launch a business • Risk of increased taxes on newly formed/growing finance industry could impair growth • Changes in leadership could slow/impair growth of finance industry

Key Discussions:

Main Take Away:

1. **Create a Public/Private Partnership to manage the finance industry cultivation and education process, including targeted marketing to change the perception of HI as only a resort destination**
2. **OHA to conduct a feasibility study regarding the creation of a Native Hawaiian owned bank or federal credit union.**

S.W.O.T. ANALYSIS:

ARTS & CULTURE

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STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • We Know who we are • We talk amongst ourselves • We share • Access to technology through our youth • Number and Voice are growing • This is our Home and this is our Strength 	<ul style="list-style-type: none"> • Access to capital • Not respected globally or locally as artists • Insufficient “Western” business sense • Lack of access to venues • Lack of education of community and government leaders • Rarity of local materials • Lack of support of DOE 	<ul style="list-style-type: none"> • Expand existing success stories (MAMO) • Social Networking • Partnership with existing businesses • Increased awareness of what’s Hawaiian • Opportunity to learn about procurement • More Hawaiian festivals combining arts • Charter Schools • APEC Strategy • Act 221 	<ul style="list-style-type: none"> • Reduced funding for the arts • Ourselves • Unauthenticated art • Fear of moving forward • Lack of open-mindedness

Key Discussions:

Main Take Away:

S.W.O.T. ANALYSIS:

DEVELOPMENT & CONSTRUCTION

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STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Weather and location • Hawai‘i’s unique cultural base – “Aloha Spirit” • Hawaii’s access to federal government funding and resources 	<ul style="list-style-type: none"> • High Costs of land-labor-product • Utility companies • Follow through and implementing ideas • Needed: Time to effect paradigm shift 	<ul style="list-style-type: none"> • Synergy • Significantly reduce fossil fuel use • Creative financing • Small group ability to network 	<ul style="list-style-type: none"> • Right now • Today change mindsets and attitudes • 5-10 years •

Key Discussions:

Main Take Away:

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Renewable Energy

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STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Natural Resources (Sunshine) • Innovation • Forward Thinking 	<ul style="list-style-type: none"> • High Costs of land-labor-product • Utility companies • Follow through and implementing ideas • Needed: Time to effect paradigm shift 	<ul style="list-style-type: none"> • Synergy • Significantly reduce fossil fuel use • Creative financing • Small group ability to network 	<ul style="list-style-type: none"> • Timelines • Right now • Today change mindsets and attitudes •

Key Discussions:

Main Take Away:

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GOVERNMENT

Purpose: To document the Strengths, Opportunities, Weaknesses, and Threats of the Industry in the Native Hawaiian Community.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Existing legislation and programs for businesses to access Contracting opportunities in and out of Hawaii Strength in numbers to advocate for business needs and establish best practices and mentorship models 	<ul style="list-style-type: none"> Lack of support and education for small businesses in accessing resources Lack of access to resources or a missing link in information dissemination Political influences and processes, which can deter or prevent access 	<ul style="list-style-type: none"> Take better advantage of existing programs Root growth in building communities and helping our people Engage threats collectively to create opportunities 	<ul style="list-style-type: none"> Oligarchy of large businesses, which capture opportunities Need stronger relationship between State and Federal governments, with State being a stronger advocate on a national macro level Businesses don't get involved in issues or have a lack of access to involvement

Key Discussions:

Main Take Away: