**Abstract**

 The evolution of cloud computing over the past few years is potentially one of the major advantages in the History of computing. However, if cloud computing is to achieve its potential, there is an equally urgent need for understanding the business related issues surrounding cloud computing in this article we identify the strengths, weakness, opportunities and thread for the cloud computing industry. We then identify the various issues that will affect the different stakeholders of cloud computing. We also issue a set of recommendation for the Practitioners who will provide and manage this technology.