

# SWOT ANALYSIS TEMPLATE

A SWOT analysis provides an effective way of evaluating the potential position of your business [ business strategy.] It is a very important tool that allows us to analyze both internally and externally, where the business currently is, what it has, what it still needs, where it can go in the future, and what might impact negatively on the business idea. Determine which strengths to leverage, which weaknesses to fix, which opportunities to exploit, and which threats can be reduced.

**S – Strengths (Internal) – What you have** - Top strengths or benefits of your business, and how you can protect and enhance them.

**W – Weaknesses (Internal) – What you lack or still need** - Your top weaknesses or issues, and how you can minimise them or do better.

**O – Opportunities (External) – Potential positive future impact** - Top opportunities for your business and how you can access and take advantage of them.

**T – Threats (External) – Potential to impact negatively on the business** - Your top threats, and how you can minimise them and do better.

<p><b>Strengths – what you have</b></p> <p>What is unique about your business?</p> <ul style="list-style-type: none"> <li>• Your own skills and experience</li> <li>• Your own characteristics</li> <li>• Your networks and support</li> <li>• Capital or finance</li> <li>• Technical equipment</li> <li>• Products/Brands</li> <li>• Unique benefits or features</li> <li>• Lack of competition</li> <li>• Location</li> <li>• Market demand</li> </ul>	<p><b>Weaknesses – what you lack</b></p> <p>What are you lacking for the business?</p> <ul style="list-style-type: none"> <li>• Lack of capital</li> <li>• Lack of experience</li> <li>• Lack of equipment</li> <li>• Lack of skills and knowledge</li> <li>• Too much competition</li> <li>• Insufficient demand</li> <li>• Bad location</li> </ul>
<p><b>Opportunities – what could go right</b></p> <p>Are there potential business opportunities?</p> <ul style="list-style-type: none"> <li>• Expand</li> <li>• Introduce new or modify existing products</li> <li>• Increase existing customer base</li> <li>• Networking with other business operators</li> <li>• Joining forces/Partnerships</li> <li>• Franchise</li> <li>• Look for new markets</li> <li>• Get investors</li> </ul>	<p><b>Threats – what could go wrong</b></p> <p>What factors could have a negative impact?</p> <ul style="list-style-type: none"> <li>• New Entrants</li> <li>• Changes in the economy</li> <li>• Overseas events</li> <li>• Product failure</li> <li>• Personal Grievance</li> <li>• Breakdowns</li> <li>• Theft</li> <li>• Natural Disasters</li> <li>• Disgruntled employees</li> </ul>

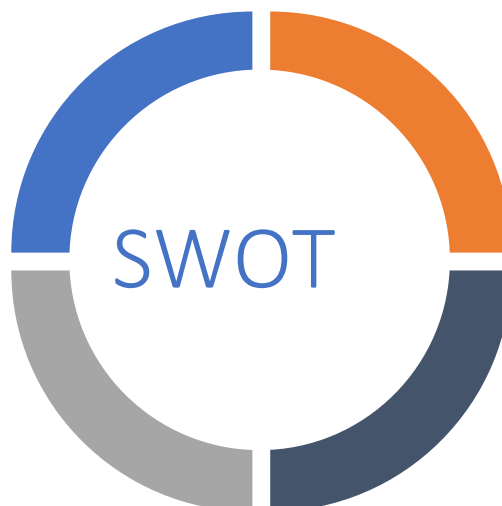
	THREATS	OPPORTUNITIES
MARKET	What obstacles do you face? What do my competitors do? Is the company experiencing any financial issues? Can any threat stop the company's operations?	What good opportunities does the company have? What market trends do we have information about? What technological changes are occurring?
	WEAKNESSES	STRENGTHS
COMPANY	What are we doing wrong? What do external agents perceive to be the company's primary weakness? What factors negatively influence the sales or development of the project?	What are the main advantages of the company? What does my company do well? What resources do we have? What do we consider to be our main strengths? What elements influence the development of a sale?

### STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

### OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



### WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

### THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand