



# SWOT ANALYSIS TEMPLATE





# INTRODUCTION

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A SWOT analysis is a basic planning technique that can help you focus on any strengths and within your business and any external threats your business is facing or opportunities it could be benefiting from.

It should be used when planning a particular project or when analysing a competitor.

The analysis should be divided into four areas with their own specific questions. When answering, try and imagine you're external to your business who's been asked to review it.

## Strengths

- What do you do well?
- What tangible assets do you have such as inventory, vehicles, equipment, buildings and investments?
- What are your resources?
- What projects/campaigns have you completed successfully?
- Do you have any intangible assets such as intellectual property, patents or goodwill?
- What makes you stand out from your competition?

## Weaknesses

- What does your business not do well?
- What tangible and intangible things does your company lack? These can include staff, assets and processes.
- Is your selling position unclear, for example if you lack marketing resources?

## Opportunities

- What are you open to try?
- Are there any other markets you can tap into?
- What are the emerging trends in your industry?
- Can you turn any of your strengths into an external opportunity?

## Threats

- What are your competitors doing differently?
- What are they doing well?
- What are the external threats to the business? These not only include competition, they should include political, environmental or economic issues.



1

## Strengths

What do you do well?

2

## Weaknesses

What do you not do well?

3

## Opportunities

What are your goals?

4

## Threats

What external obstacles do you face?



# GO FURTHER

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