

SWOT Analysis Template

? What are you assessing here ?

STRENGTHS - examples

Advantages of your proposition?
Capabilities?
Competitive advantages?
Unique Selling Points?
Resources, Assets, People?
Experience, knowledge, data?
Financial reserves, likely returns?
Marketing - distribution, awareness?
Innovative aspects?
Location and geographical?
Price, value, quality?
Accreditations, qualifications?
Processes, systems, IT?
Communications?
Culture, values?
Management succession?
Talent?

STRENGTHS

WEAKNESSES

WEAKNESSES - examples

Disadvantages of your proposition?
Capability gaps?
Lack of competitive strength?
Reputation, presence and reach?
Financial restrictions?
Your own vulnerabilities?
Deadlines and pressures?
Effects on core activities?
Reliability of data & plan?
Morale, commitment, leadership?
Processes and systems, etc?
Management cover, succession?

OPPORTUNITIES - examples

Market developments?
Competitors' vulnerabilities?
Industry or lifestyle trends?
Technology development and innovation?
Global influences?
New & niche markets?
Geographical?
Contracts?
Business development?
Product development?
Information and research?
Partnerships, agencies, distribution?
Seasonal influences?

OPPORTUNITIES

THREATS

THREATS - examples

Political & legislative effects?
Environmental effects?
IT developments?
Competitor intentions - various?
Market demand?
New technologies, services, ideas?
Vital contracts and partners?
Sustaining internal capabilities?
Obstacles faced?
Insurmountable weaknesses?
Loss of key staff?
Sustainable financial backing?
Economy - home, abroad?
Seasonality?