

SWOT Analysis Chart

Use the SWOT Analysis chart worksheet to complete your SWOT Analysis.

SWOT is an acronym for Strengths, Weaknesses, Opportunities, Threats. When completing the chart, consider the information below for direction.

Strengths:

Focus on those things that make your offer most compelling to a prospect or customer.

What advantages does your company/product have that no one else has? What makes you most unique?

Weaknesses:

Focus on those things that most detract from your offer.

Where can you improve? Where have you made mistakes in the past? What do you not have that other companies/products in your industry have?

Opportunities:

Opportunities are external factors that represent why your company exists or should/could grow.

What is your niche in the market? What trends lend to your strengths? What is the potential “expansion” potential over time?

Threats:

Threats are external forces that could impact your success, such as competition, operational capacity, cost of goods increases, etc. What challenges do you face? What are your competitors doing? What is the overall competitive landscape?

SWOT Analysis Chart

Strengths (internal to your business)	Weaknesses (internal to your business)
Opportunities (external to your business)	Threats (external to your business)

Examples:

Strengths:

- great reputation
- high percentage of market-share
- reputation for quality
- excellent service levels
- Well-defined processes

Weaknesses:

- change of leadership
- not enough skilled workers
- motivation of employees
- niche offering
- cash flow

Opportunities:

- niche offering
- technological development
- geographical coverage

Threats:

- customer choice (price)
- competitive products
- social network