

STRATEGIC PLANNING

SWOT Analysis Worksheet



SWOT: Strengths, Weaknesses, Opportunities and Threats

SWOT Analysis

Strengths (Internal Factors)

- Things your company does well.
- Unique selling proposition.
- Qualities that separate you from your competition.
- Product Innovation / New features.
- Resources available to you, such as knowledgeable, reliable staff.
- Assets such as technology, intellectual property or proprietary information.
- Profit margins larger than industry benchmarks?

Weaknesses (Internal Factors)

- Things your company does not do well.
- Things your competition does better.
- Limitations in resources.
- Unclear product or sales messaging.
- Sloppy records.
- Inefficiencies.
- Customer complaints.
- Profit margins smaller than industry benchmarks.

Opportunities (External Factors)

- Emerging need for your product and/or services.
- Competitor weaknesses.
- Geographic expansion opportunities.
- Market growth / new segments.
- Few competitors.
- First/only....
- Media coverage
- Access/Exposure to key prospects.

Threats (External Factors)

- New competition.
- Changing laws/regulations.
- Negative media coverage or reviews.
- Negative customer attitudes or perceptions about your company.
- Technology that could have a negative impact on your business.
- Industry or economic trends, for example consumers spending less.
- Shrinking target market.