**SWOT Analysis** [Name / Logo]

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| **PURPOSE** |
| Enter the purpose of the analysis here |
|  |  |  |  |  |
| **S** | INTERNAL **STRENGTHS** |  | **W** | INTERNAL **WEAKNESSSES** |
| **1** | What do our customers love most? |  | **1** | Where do we lack efficiency? |
| **2** | What are we more efficient at? |  | **2** | Where are we wasting money? |
| **3** | What can we do for less money? |  | **3** | Where are we wasting time and resources? |
| **4** | What can we do in less time? |  | **4** | What do our competitors do better? |
| **5** | What makes us stand out? |  | **5** | What are our top customer complaints? |
| **6** |   |  | **6** |   |
| **7** |   |  | **7** |   |
|  |  |  |  |  |
| **O** | EXTERNAL **OPPORTUNITIES** | **[42]** | **T** | EXTERNAL **THREATS** |
| **1** | What is missing in our market? |  | **1** | What changes are occurring in our market's environment? |
| **2** | What could we create or do better than a competitor? |  | **2** | What technologies could replace what we do? |
| **3** | What new trends are occurring? |  | **3** | What changes are occurring in the way we're being discovered? |
| **4** | What new technology could we use? |  | **4** | What social changes could threaten us? |
| **5** | What openings in the market are there? |  | **5** | Are there any threatening government policies or regulations? |
| **6** |   |  | **6** |   |
| 7 |   |  | **7** |   |
|  |  |  |  |  |
| **ACTION ITEMS & GOALS** |
| **1** | Which opportunities should we pursue? How can we use our strengths to help us succeed? |
| **2** | Which weaknesses can be worked on to help maximize success? |
| **3** | What strategies can we put into place to be prepared for threats? |
| **4** |   |