

# SWOT ANALYSIS

SWOT STANDS FOR STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS.

A SWOT ANALYSIS IS A FRAMEWORK TO HELP ASSESS AND UNDERSTAND THE INTERNAL AND EXTERNAL FORCES THAT MAY CREATE OPPORTUNITIES OR RISKS FOR YOUR BRAND.

Think about what makes it "tick." What do you do better than anyone else?

What unique abilities that you can draw upon that others can't?

## STRENGTHS



## WEAKNESS



Now it's time to consider your weaknesses. Be honest and realistic. Think about what you could improve.

Take time to examine how and why your competitors maybe doing better than you. Are you lacking anything?

Opportunities are chances for something positive to happen for your brand.

Think about changes in government policy related to your field. And changes in social patterns, population profiles, and lifestyles can all throw up interesting opportunities.

## OPPORTUNITIES



## THREATS



Who are your Competitor? Find at least three brands similar to yours.

Are their any economic shifts you should consider? or law/regulatory changes.



# Use the block below to brainstorm your SWOT

Strengths



S

Weaknesses



W

Threats



T

Opportunities



O