

SWOT CHEAT SHEET

S STRENGTHS

Things your company does well.

Qualities that separate your company.

Assets that make your company better.

Internal Resources other companies don't have.

SPECIFIC EXAMPLES:

- Patents
- Strong Brand
- Tenured Staff
- Organizational structure and resources
- R&D team
- Broad Coverage
- Cost Advantages
- Manufacturing competence

W WEAKNESSES

What your company lacks.

What competitors do better than you.

Company and resource limitations.

Internal issues.

SPECIFIC EXAMPLES:

- Narrow Product Lines
- Rising costs
- Loss of company direction
- Brand name issues
- Lack or untrained resources
- Distribution channel issues

O OPPORTUNITIES

What you can do well can propel growth.

Underserved markets.

Product offerings.

Emerging markets or needs.

What competitors are not doing well.

SPECIFIC EXAMPLES:

- Exploit niche market growths
- Acquisition opportunities
- New skills for sales/marketing
- Potential partnerships
- New technologies

T THREATS

Market forces against your business.

Upcoming competitors or technologies.

Changing government environment.

Negative media.

Changing consumer attitudes.

SPECIFIC EXAMPLES:

- Increasing competition
- Market consolidation
- Change in economic outlook
- Rising market costs
- Slower market growth
- Barriers to entry
- New regulations