



## SWOT Analysis Template

### STRENGTHS

- What do we do well?
- What resources do we have? (people and assets)
- What sets us apart from the competition?
- How do we add value?

### WEAKNESSES

- Are internal issues holding us back?
- What areas of the business need improvement?
- Are we lacking expertise?
- Do we lack resources?

### OPPORTUNITIES

- Are there new markets to target?
- Do we have a new product to launch?
- Are there new platforms to raise our business profile?
- Have external factors created an opportunity for us? i.e. trends, legislation, etc.

### THREATS

- Understanding our competitors
- Are our suppliers still performing?
- Is demand for our product/service still high?
- Has a new similar product/service come to the market?