

# Business SWOT Analysis

SWOT is used to identify strengths, weaknesses, opportunities, and threats for your organization. It's a snapshot of internal and external trends as well as external that provide insight and staying ahead of market trends during strategic planning.

Be thoughtful and specific with your answers to articulate thoroughly.

Example: If you name the competition as a threat, make sure to add what they are doing as evidence of that threat.

## INTERNAL

### Strengths

Positive attributes that give an advantage over competitors. They're the things that you do well, you're proud of, and help you stand out. Protect them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## INTERNAL

### Weaknesses

List your business' negative attributes that limit performance, hinder growth or competitiveness. They're the things you need to improve, fix, avoid or eliminate.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## EXTERNAL

### Opportunities

Favorable situations or conditions that can be leveraged to achieve your business goals. They are the difference makers you use to your advantage or benefit from, or for scaling up.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## EXTERNAL

### Threats

Situations or conditions that can harm your business. They may cause you to lose market share or limit profitability and you must mitigate their impact on your business.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_