

SWOT Analysis

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a strategic planning tool used to identify internal and external factors that can impact an organisation.

Strengths: List the internal attributes and resources that give your organisation a competitive advantage. This could include skilled personnel, strong brand reputation, unique technology, or efficient processes.

Weaknesses: Identify internal factors that may hinder your organisation's performance. Consider areas such as resource limitations, lack of expertise, poor location, or outdated technology.

Opportunities: Examine external factors that your organisation could leverage for growth and success. These might include market trends, economic shifts, technological advancements, or changes in consumer behaviour.

Threats: Analyse external factors that could negatively impact your organisation. Consider competition, market saturation, regulatory changes, or economic downturns.

SWOT Analysis

Strengths

What do we do well?
What do our customers say we do well?
What is our unique selling proposition?
Do we have strong brand awareness? Customer loyalty?
Supplier, distributor, influencer relationships?
What proprietary or unique assets do we have?
What skills do we have that our competitors don't?
Strong capital?
Do our profit margins compare to industry benchmarks?

Weaknesses

Where can we improve?
What do our customers frequently complain about?
Which objections are hard to address?
Are we new or not well known?
Do we have any limitations in distribution?
Are our resources and equipment outdated or old?
Are we lacking in staff, skills, or training?
Do we suffer from cash flow problems? Debt?
Are our profit margins smaller than industry benchmarks?

Opportunities

Do our competitors have any weaknesses we could benefit from?
Target market growing or shifting in our favour?
Is there an untapped pain point or niche market?
Are there upcoming events we could benefit from?
Are there geographic expansion opportunities?
Are there potential new sources of financing?
Industry or economic trends that could benefit us?
Social or political trends that could benefit us?
Any new technology that could benefit us?

Threats

New competitors or expansion in existing competitors?
Is our target market shrinking or shifting?
Could any indirect competitors become direct competitors?
Industry or economic trends that could work against us?
Social or political trends that could work against us?
Any new technology that could work against us?

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Strengths

Weaknesses

Opportunities

Threats