

SWOT Analysis Template

Business you are assessing _____

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

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| <p>Strengths criteria examples</p> <ul style="list-style-type: none"> Advantages of proposition? Capabilities? Competitive advantages? USP's (unique selling points)? Resources, Assets, People? Experience, knowledge, data? Financial reserves, likely returns? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Price, value, quality? Accreditations, qualifications, certifications? Processes, systems, IT, communications? Cultural, attitudinal, behavioural? Management cover, succession? Philosophy and values? | | | <p>Weaknesses criteria examples</p> <ul style="list-style-type: none"> Disadvantages of proposition? 1 Gaps in capabilities? 2 Lack of competitive strength? 3 Reputation, presence and reach? 4 Financials? 5 Own known vulnerabilities? 6 Timescales, deadlines and pressures? 7 Cashflow, start-up cash-drain? 8 Continuity, supply chain robustness? 9 Effects on core activities, distraction? 10 Reliability of data, plan predictability? 11 Morale, commitment, leadership? 12 Accreditations, etc? 13 Processes and systems, etc? 14 Management cover, succession? 15 |
| <p>Opportunities criteria examples</p> <ul style="list-style-type: none"> Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Global influences? New markets, vertical, horizontal? Niche target markets? Geographical, export, import? New USP's? Tactics: eg, surprise, major contracts? Business and product development? Information and research? Partnerships, agencies, distribution? Volumes, production, economies? Seasonal, weather, fashion influences? | | | <p>Threats criteria examples</p> <ul style="list-style-type: none"> Political effects? 1 Legislative effects? 2 Environmental effects? 3 IT developments? 4 Competitor intentions - various? 5 Market demand? 6 New technologies, services, ideas? 7 Vital contracts and partners? 8 Sustaining internal capabilities? 9 Obstacles faced? 10 Insurmountable weaknesses? 11 Loss of key staff? 12 Sustainable financial backing? 13 Economy - home, abroad? 14 Seasonality, weather effects? 15 |