

SWOT ANALYSIS TEMPLATE

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- Are our resources and equipment outdated or old?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 favor?
- 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?