

SWOT Analysis

Thinking about the purpose of your business, ask any questions you see fit and list your answers in the template below.

Identify matters of importance, appropriate to your situation. Generally, internal factors are strengths and weaknesses, and external factors are opportunities and threats.

<p>THOUGHT STARTERS: Company culture. People - experience, know-how. Leadership and management. Philosophy and values. Internal abilities and capacity. Information and communication technologies, operating systems. Advantages over competitors. IP, novelty, innovation. Physical location and area covered. Pricing strategies, value for money. Standard of work. Marketing – point of difference, well-known, widely known, distributor relationships. Loyalty of customer community. Capital, future income, plant, materials.</p>	<h2>Strengths</h2>	<h2>Weaknesses</h2>	<p>THOUGHT STARTERS: Cash flow difficulties. Insufficient or weak financial information. Missing skills and/or systems. Under or over resourcing. Poor team or key individual performance. Key people left or leaving. Risks, distractions, disruptions. Stock levels. Lack competitors' resources. Poor brand awareness or reputation. Time/cost/quality pressures. Stakeholder pressures. Lack of reliable supply, supply chain. Lack of focus on core activities. Compliance, barriers to entry. A lack of contracts and partners. Insufficient expert advice.</p>
<p>THOUGHT STARTERS: Technology and innovation. New products, new pricing models. New business. New point of difference. Changes in the market. Trends - customer, industry. Untapped markets. Target market segments. Offshore markets. International impacts. Competitors' weak points. Joint partnerships, licensing, franchising, distribution. Operational efficiencies. Market shift, e.g., margins.</p>	<h2>Opportunities</h2>	<h2>Threats</h2>	<p>THOUGHT STARTERS: Customer changes e.g. attitudinal or generational. Competitor innovation. Disruptive technologies. Shrinking demand. Fashion trends. Environmental challenges. Change to supplier base. Economy – domestic, international. Seasonal lows or climatic effects. Political changes. Law changes. Exchange rate. Funding drying up.</p>