

## SWOT analysis worksheet

Through a SWOT analysis you can brainstorm the key variables that affect your company:

- **Strengths** may include special skills, motivations, technology, or the distribution or financial capacities that you possess.
- **Weaknesses** are negative factors, such as lack of capital, shortages of skilled personnel or unproven products.
- **Opportunities** are positive circumstances that, if exploited, will boost your company's success. They may include untapped markets, promising customer relationships and weak competitors.
- **Threat factors** should include not only clearly visible threats, such as pending regulations, but potential problems, such as economic downturns, new competitors or changes in consumer tastes.

To carry out a SWOT analysis, write down answers to the following questions. Once the worksheet is complete, you will have a clear view of where your business is positioned in relation to your competitors.

SWOT analysis	My Company	Competitor 1	Competitor 2	Competitor 3
<b>Strengths</b>				
What are your specific business advantages?				
What are your core competencies (what do you do best)?				
Where are you making the most money?				
What are you doing particularly well?				
<b>Weaknesses</b>				
What areas are you avoiding? Why?				
Where do you lack resources?				
What are you doing poorly?				
Where are you losing money?				
What areas need improvement?				

Opportunities				
Any interesting trends you are aware of?				
Any good opportunities facing you?				
What niches are your competitors missing?				
Any new technologies in your industry?				
What customer needs are not being met?				
Threats				
What obstacles do you need to overcome?				
Do you have any aggressive competitors?				
Who are your successful competitors?				
Are there any negative economic conditions?				
How do government regulations affect you?				
What is the changing business climate?				
Where are your vulnerabilities?				